

BEST AND COMPANY, INC. ©.

The gabardine suit. Our Munrospun
sweaters. (Misses' suit and sweat-
ers) Clipping. © 15 Dec 48; KK31052.

KK 1529

Best & co., inc., claimant.

Gamine bonnets. (Women's hats) [New York,
Printed by N. Y. sun] c1946.
clipping.

Print.

C 2-28-46; 2 c 3-6-46; New York;
KK 1529.

vf 4-24-46

A5 883

Best & co., inc., claimant.

The Gamine fluff; a crop of soft
curls ... (In The New York sun, 2-4-46,
p. 7)

Advertisement.

© 2-4-46; 1c 2-12-46; New York;
A5 883.

3-13-46 rs

A5 558

Best & co., inc., claimant.

The gamine frames your face with flattering softness. (In Newark evening news, 1-17-46, p. 4)

Adv.

(c) 1-17-46; 1 c 2-3-46; New York; A5 558.

AFP 2-26-46

A5 4734

Best and company, inc., claimant.

The gamine is a cinch to keep ...
(In The New York sun, 11-26-46, p. 7)
Adv.

© 11-26-46; 1 c 12-5-46; New York;
A5 4734.

fafp 12-18-46

A5 836

Best & co., inc., claimant.

The gamine is distinctive. (In New York sun,
2-11-46, p. 7)

Adv.

(c) 2-11-46; 1 c 2-17-46; New York; A5 836.

AFP 3-12-46

A5 6342

Best & co., inc.

... Camine permanent. [Advertisement]
(In New York journal American, Feb. 17,
1947, p. 3)

① 17Feb47; Best & co., inc., New York;
A5 6342.

18May47 rs

Best & co., inc.

Gamine permanent. [Advertisement]
(In New York sun, June 4, 1947, p. 7)

© Best & co., inc., New York; 4Jun47;
B5 700.

21Jul47 rs

Best & company, inc.

The gamine permanent is the choice
of today's busy women. [Advertisement]
(In New York world-telegram, Jan. 6,
1947, p. 4)

© Best & co., inc., New York; 6Jan47;
A5 5400.

afp 28Mar47

BEST AND COMPANY, INC. ©.

Gardening outfit. (Boys' gardening
outfit) Clipping. © 4May49;
KK36767.

KK 3350

Best & co., inc., claimant

Gay baby summer panties, here are the summer cottons Young cosmopolitans will wear from morning to night [and] all cotton - a practical shirt-and-slacks sport outfit. (Women's panties and dresses - boys' slack suits) [New York, Printed by New York sun] c1946.
clipping.

Print.

© 5-17-46; 2 © 5-18-46; New York;
KK 3350.

mgc 6-4-46

KK 264

Best & co., inc., claimant.

Gay braid strips make a new swim
suit. (Misses swim suit) [New York,
Printed by New York herald tribune]

© 1946.

clipping..

Print.

© 1-11-46; 2c 1-15-46; New York;

KK 264.

3-25-46 rs

KK 9738

Best & co., inc., claimant.

Gay dining and dancing dresses
for young cosmopolitans' holiday
nights. (Misses evening dresses)
[New York, Printed by New York herald
tribune] c1946.

clipping.

Print.

© 11-28-46; 2 c 12-5-46; New York;
KK 9738.

zcr 1-14-47

KK 3344

Best & co., inc., claimant

Gay embroidery on a frock of spun
rayon by Everfast [and] checked cottons.
(Girls dresses, women's dresses)
[New York, Printed by New York times]
cl946.

clipping.

Print.

© 5-16-46; 2 c 5-18-46; New York;
KK 3344.

mgc 6-4-46

KK 4117

Best & co., inc., claimant.

Gay for summer. (Young Cosmopolitan
dresses) [New York, Printed by New York
herald tribune] c1946
clipping.

Print.

© 6-9-46; 2 c 6-18-46; New York;
KK 4117.

cf 7-2-46

BEST AND COMPANY, INC. ©.

Gay nineties glamor for to-day's
teens. (Young girl's dress)
Clipping. © 11Jun48; KK25670.

KK 1470

Best & co., inc., claimant.

Gay piqué print for young cosmopolitans.
(Jr. miss dress) [New York, Printed by New
York herald tribune] cl946.

Clipping.

Print.

(c)

2-19-46; 2 c 3-3-46; New York; KK 1470.

AFP 4-24-46

Best & co., inc., claimant.

Gay striped cottons star for summer.
(Misses' summer clothes) [New York,
Printed by N. Y. herald tribune] c1947.
clipping.

Print.

© Best & co., inc., New York; 9 May 47;
KK14455.

6 Aug 47 rs

KK 3208

Best & co., inc., claimant.

Gay summer cottons from the Young
Cosmopolitan shop. (Cotton dresses)
[New York, Printed by New York world-
telegram] © 1946.

clipping.

Print.

© 5-10-46; 2c 5-13-46; New York;
KK 3208.

5-30-46 rs

BEST AND COMPANY, INC. ©.

Gay wool plaids. (Misses' dresses)

Clipping. © 10Nov48; KK30534.

KK12516

Best & co., inc., claimant.

Get outdoors in Best's casual clothes.
(Misses' clothes) [New York, Printed by
N. Y. herald tribune] c1947.

clipping.

Print.

© Best & co., inc., New York; 18April47;

KK12516.

19May47 rs

KK12245

Best & co., inc., claimant.

Get outdoors in Best's casual clothes.
(Misses clothes) [New York, Printed by
New York times] cl947.

clipping.

Print.

© Best & co., inc., New York;
6Apr47; KK12245.

16May47 rs

BEST AND COMPANY, INC. ©.

Get them ready for summer now.

(Girls' dresses) Three-piece
outfit of pastel monotone tweed.

(Misses' suit) Straw hat, straw
bag. Clipping. © 25Apr48;
KK22916.

BEST & CO., INC. ©, New York.
The Gibson girl. (Misses' skirt
and blouse) © 11Sep47; KK17317.

BEST AND COMPANY, INC. ©

Gift accessories. Winter white for
Christmas. (Accessories and misses'
dress) Sheet. © 14 Dec 49; KK44644.

JAN 20 1950

KK 8358

Best & co., inc., claimant.

Gift for men who need a warm outdoor coat.
(Men's coat) [New York, Printed by New York
sun] cl946.
clipping.

Print.

© 18Dec46; 2c 6Jan47; author, New York;
KK 8358.

lg 2-7-47

BEST AND COMPANY, INC. ©.

A gift of stockings. You'll know
you've chosen wisely if you give
her Sapphire Sheers. White nylon
crepe slip with embroidered nylon
daisies. Lucien Lelong's Cachet,
a fragrance straight from France.
(Misses' stockings, slips and
perfume) Sheet. © 8Dec49;
KK44425.

JAN 17 1950

KK 8363

Best & co., inc., claimant.

Gift suggestion for boys .. warm robes of
Best's good fabrics .. correctly cut and
carefully put together. (Boys' robes) [New
York, Printed by New York journal American] cl946.
clipping.

Print.

© 19Dec46; 2c 6Jan47; author, New York;
KK 8363.

lg 2-7-47

BEST AND COMPANY, INC. ©.

The gingham dog and the calico cat
... on Christmas morning. (Children's toys) Sheet. © 15 Dec 49;
KK44645.

JAN 20 1950

BEST AND COMPANY, INC. ©.

The gingham dog and the calico cat
side by side on the table sat
saying: we're wonderful last
minute gifts. (Children's toys)
Sheet. © 23 Dec 49; KK46234.

MAR - 7 1950

BEST & CO., INC., New York.

Gingham frock [and] Black rayon
faille. (Girl's dress and
misses' dress) Clipping.

© 18Augt7; KK15629.

BEST AND COMPANY, INC. ©.

Girdle and panty girdle. ... Dream
dress. ... Prep suit. (Misses'
girdle, girls' dress, boys' suit)
Clipping. © Nov 48; KK29043.

BEST AND COMPANY, INC.

The girdle that's a "Miracle", by
Nemo [and] Tie print. (Girdle
and woman's dress) Clipping.
© 22Jul48; KK25321.

BEST AND COMPANY, INC. ©.

Girdles by Gossard. Sheet.

© 22Jun49; KK38471.

KK12530

Best & co., inc., claimant.

A girl needs all kinds of play clothes. [and] For all-day-long comfort ... wash slacks. {Children's clothes)
[New York, Printed by N. Y. times] c1947.
clipping.

Print.

© Best & co., inc., New York; 25April47;
KK12530. 19May47 rs

BEST & CO., INC. © New York.

Girls' coats. (Children clothes)

© 160cth7; KK18429.

BEST & CO., INC. ©, New York.

Girls' coats. (Children's coats)

© 3 Nov 47; KK18554.

BEST AND COMPANY, INC. ©.
Girls' coats. Clipping.
© 100ct48; KK27726.

BEST AND COMPANY, INC. ©

Girls coats. (Girls' clothes)

© 21Nov47; KKL8919.

BEST AND COMPANY, INC. ©.

Girls' coats, smart, warm and
thriftily priced. Sheet.

© 90ct49; KK42325.

BEST & CO., INC. ©, New York.
Girls' coats; young cosmopolitan.
(Misses' and children's clothes)
© 24 Oct 47; KK18543.

BEST AND COMPANY, INC. ©.

Girls' cottons. A girl can't help
but look pretty. (Girls' and misses'
dresses) Clipping. © 23Apr48;
KK23361.

KK 2867

Best & co., inc., claimant

Girls' cottons combine white with a
garden of blossoms [and] flange suit of
wool doeskin. (Girls dresses, womens
suit) [New York, Printed by New York
times] cl946.

clipping.

Print.

© 3-20-46; 2 c 5-3-46; New York;
KK 2867.

mgc 6-6-46

BEST AND COMPANY, INC. ©.

Girls' exclusive. (Girls' coat set)

Clipping. © 19Nov48; KK30708.

KK 4928

Best & co., inc., claimant.

Girls love to swim and sun in our pretty functional beach clothes. (Girls' beach clothes) [New York, Printed by New York journal American] c1946.

clipping.

Print.

© 7-16-46; 2 c-7-21p46; New York;
KK 4928.

cf 8-5-46

KK 9641

Best and company, inc., claimant.

Girls' moccasin-type oxfords and step-ins. (Girls' shoes) [New York, Printed by New York journal American] cl946.
clipping.

Print.

© 11-22-46; 2 c 12-2-46; New York;
KK 9641.

pam 1-31-47

BEST AND COMPANY, INC. ©.

'Girls' new cottons with a first-robin
look and Best's sensible prices.✓
(Girls' cotton dresses) Sheet.

© 20Jan50; KK46522.

W.M. 20 1950

BEST AND COMPANY, INC. ©.

Girls oxfords; Special! 3.95 leather
gloves [and] For "wardrobe blues"
try the magic of a crisp white blouse.
(Children's shoes, misses' blouse &
gloves) © 18Nov47; KK18911.

KK 5961

Best & co., inc., claimant

A girl's perennial favorite - her reversible coat. (Girls' coat) [New York, Printed by New York journal American] cl946.

clipping.

Print.

① 8-26-46; 2 c 9-4-46; New York;
KK 5961.

mgc 10-31-46

BEST AND COMPANY, INC. ©.

Girls' pinafore. (Young girls' pina-
fore) Clipping. © 8May49; KK36769.

BEST AND COMPANY, INC. ©

A girl's play clothes are tailored
or frilled. (Children's playclothes)
Clipping. © 11Jun48; KK24368.

BEST AND COMPANY, INC. ©.

Girls' play suit special. New Tree
girdle. Silk robe. Sheet.

© 13Jul49; KK39503.

Best & co., inc., claimant.

Girls' playsuits. Best's shoes for
girls [and] It's Palm Beach cloth in
white. (Children's clothes and shoes)
[New York, Printed by N. Y. sun] cl947.
clipping.

Print.

© Best & co., inc., New York; 20 Jun 47;
KKL4410.

5Aug47 rs

KK 2865

Best & co., inc., claimant

Girls' raincoats wear better when they
are well made. (Girls' raincoats)

[New York, Printed by New York world
telegram] cl946.

clipping.

Print.

© 3-20-46; 2 c 5-3-46; New York;
KK 2865.

mgc 6-6-46

BEST AND COMPANY, INC. ©.

Girls' snow suit. Best's combines
fashion and warmth. (Children's
outfit) Clipping. © 26Dec48;
KK31300.

BEST AND COMPANY, INC. ©.

Girls' swim suit, she's sleek as a
seal. Sheet. © 15Jun49; KK38475.

KK 4742

Best & co., inc., claimant.

Girls' swim suits are both pretty and functional. (Girls' swim suits) [New York, Printed by New York journal American] cl946.

clipping.

Print.

© 6-14-46; 2 c 7-13-46; New York;
KK 4742.

cf 7-31-46

BEST AND COMPANY, INC. ©.

Girls' warm school classics. Her fa-
vorite plaids ... (Girls' dresses)
Sheet. © 16Sep49; KK41198.

KK 4741

Best & co., inc., claimant.

Girls wear sailing blues and cotton knit
for play [and] Dancing cottons. (Girls'
play clothes and women's eveing dresses)
[New York, Printed by New York sun] c1946.
clipping.

Print.

© 7-11-46; 2 c 7-13-46; New York;
KK 4741.

cf 7-31-46

BEST AND COMPANY, INC. ©.

Girls' wools with Best's famous touch
... Quietly elegant, the untrimmed
coat. (Girls' dresses, misses'
coats) Sheet. © 7Oct49; KK41763.

KK 10171

Best and company, inc., claimant.

Give Best's lovely things to wear to
the older boys and girls [and] Stormy
weather hit casual coat. (Boys' and
girls' clothes and misses' coat) [New
York, Printed by New York herald tribune]
c1946.

clipping.

Print.

© 8Dec46; author, New York; KK 10171.

dac 2-11-47

BEST AND COMPANY, INC. ©.

Give her a nylon blouse. She'll
wear it with suits, with slacks,
... ✓(Misses' blouses) Sheet.

© 14 Dec 49; KKL44905.

FEB 1 1950

BEST AND COMPANY, INC. ☺.

Give her for Christmas a nylon blouse. Youth is our specialty, so are beautiful gifts at low prices. (Misses' blouses, children's clothes) Sheet.

☺ 27Nov49; KK43986.

Best and company, inc.

Give her one of our fine permanent
waves for Christmas. [Advertisement]
(In New York world-telegram, Dec. 16,
1946, p. 4)

© Best & co., inc., New York; 16 Dec 46;
lc 6 Jan 47; A5 5062.

afp/hyb 2 Apr 47

BEST AND COMPANY, INC.

Give mother the delight of a
beautiful new hair-do. [Adv.]
(In New York herald tribune,
May 3, 1953, p. 29) © Best
& Co., inc.; 3May53; B5-24033.

K 3805

Best and co., inc.

Give that they may live. (In the New
York times, 6-26-46, p. 8)
sheet. 9" x 4".

Print. Small boy leaning on his left
elbow holding his left cheek as he looks
upward and to the right.

© 6-26-46; lc 7-10-46; New York;
K 3805.

trm 9-3-46

BEST AND COMPANY INC. ©.

Give the older boys and girls something to wear. (Children's clothes)
Clipping. © 14 Dec 47; KK19536.

BEST & CO., INC. ©.

Give your favorite Young Cosmopolitan
a Best greatcoat for Christmas.
(Misses' coats) © 10Dec47; KK19261.

BEST AND COMPANY, INC.

Glamorous Easter coifs. (In
New York herald tribune,
Mar. 28, 1954, p. 24) © Best
& Co., inc.; 28Mar54; B5-27183.

a

BEST AND COMPANY, INC. ©.

Gleaming and glorious. [Adv.]

(In Newark Sunday news, N. J.,
Sept. 11, 1949, Fall and winter
fashion suppl., p. 7) © 11Sep49;
B5-11461.

BEST AND COMPANY, INC. ©.

Glen plaid suit and matching hat.

(Young girls' coat - Misses suit)

© 16Aug48; KK26167.

BEST & CO., INC. ©, New York.

Glenconner. (Children's coats)

© 31 Oct 47: KK18580.

BEST AND COMPANY, INC. ©.

Glenconner coats. Fur-lined short
coat. (Children's clothes. Miss-
es' coat) Clipping. © 26Nov48;
KK30549.

BEST AND COMPANY, INC. ⑩.

Glenconner coats. New, neatly-shaped handbags. (Young girls' clothes. Misses' bags) Clipping.

⑩ 130ct48; KK28185.

BEST AND COMPANY, INC. ©.

Glenconner coats. Smart and simple
wools. (Girls' clothes. Misses
dresses) Clipping. © 2Sep48;
KK26767.

BEST & CO., INC. ©, New York.
Glenconner coats; the gentle suit.
(Children's clothes & misses'
suit) © 21 Aug 47; KK18141.

BEST AND COMPANY, INC. ©.

Glentex hand painted silk squares.

(Misses' scarfs) Clipping.

© 3Apr49; KK35020.

BEST & CO., INC. ©, New York.

Glentex pure silk square. (Silk
scarves) © 21Sep47; KK17429.

BEST AND COMPANY, INC. ©.

Glinting cotton. (Misses' dress)

Clipping. © 21Jan49; KK32244.

KK 474

Best & co., inc., New York, claimant.

Go-everywhere suit for town, resort or travel
[and] Corduroy jumpers are comfortable and
practical. (Misses suit & girl jumpers)
[New York, Printed by New York sun] 1946.
clipping.

Print.

(c) 1-16-46; 2 c 1-20-46; KK 474.

mrm 4-3-46

BEST AND COMPANY, INC. ©.

Go right into summer. (Kisses' sum-
mer suits) Clipping. © 21Apr49;
KK36072.

BEST AND COMPANY, INC. ©.

Co South, young woman. The finest
silk shantung, the loveliest
colors. Sheet. © 1 Dec 49; KK44435.

JAN 17 1950

Best & co., inc. claimant.

Going-places coats for spring. (Misses coats
and jacket) [New York, Printed by New York times]
cl947.

clipping.

Print.

(C) Best & co., inc., New York; 5Mar47; KK11268.

elg 4-9-47

BEST AND COMPANY, INC. ©.

Going south [and] The inexpensive
dress. (Misses' shoes and dresses)
Clipping. © 21Jan48; KK19960.

A5 556

Best & co., inc., claimant.

Going south? Prepare for sun-bathing with
our honey cream wax treatment. (In The sun,
New York, 1-21-46, p. 5)

Adv.

(c)

1-21-46; 1 c 1-29-46; New York; A5 556.

APP 2-26-46

KK 9172

Best and company, inc., claimant

Good blouses; popular styles to wear with
fall suits [and] New dancing grace for Young
cosmopolitans [and] Best's correct shoes for
children. (Women's blouses, Young cosmopolitans'
dancing dresses and children's shoes) [New
York, Printed by New York sun] c1946.
clipping.

Print.

(c) 10-4-46; 2 c 10-17-46; New York; KK 9172.

mgo 1-7-47

Best & co., inc., claimant.

Good buys in Best's good spring coats for
girls. (Girls' coats) [New York, Printed by
New York herald tribune] c1947.

clipping.

Print.

(C) Best & co., inc., New York; 14Mar47; KK11286.

elg 4-9-47

BEST AND COMPANY, INC. ©.

A good calfskin handbag and there's
no worry about the right size.
(Misses' handbags) Sheet.

© 1 Dec 49; KK44440.

JAN 17 1950

BEST AND COMPANY, INC. ©.

Good company, a jacket plus a skirt.

(Misses' outfit) Clipping.

© 15Jan48; KK19969.

KK12526

Best & co., inc., claimant.

Good dark prints. (Misses clothes)
[New York, Printed by N. Y. times] cl 347.
clipping.

Print.

© Best & co., inc., New York; 24 Apr 47;
KK12526. 19 May 47 rs

BEST AND COMPANY, INC.

Good enough to eat; Best's ex-
clusive Best-Flex. cAdv.3 (In
New York herald-tribune, Mar. 18,
1953, p. 5) © Best & Co.;
18Mar53; B5-23484.

F

Best & co., inc., claimant.

Good Glen plaid flange suit success
[and] A tweed reefer with a removable
wool lining. (Misses suit. Boy's coat)
[New York, Printed by New York times]
c1947.

clipping.

Print.

© author, New York; 14Feb47;
KK 10926.

pam 4-2-47

KK 10790

Best & co., inc., claimant.

Good Glen plaid flange suit success.
(Misses suit) [New York, Printed by
New York Sun] © 1947.
clipping.

Print.

© author, New York; 3Feb47;
KK 10790.

vm 3-18-47

KK 1536

Best & co., inc., claimant.

Good gray flannel for boys from 9 to 14.

(Boys' suit) [New York, Printed by N. Y. sun]
e1946.

clipping.

Print.

Application title: Good grey wool flannel for
boy from 9 to 14.

© 3-1-46; 2 c 3-6-46; New York; KK 1536.

vf 4-24-46

BEST AND COMPANY, INC. ©.

A good-looking handbag. (Misses' handbags) Clipping. © 19Dec48;
KK31062.

BEST AND COMPANY, INC. ©.

Good news - Glenconner coats.

(Girls' clothes) Clipping.

© 10Nov48; KK29289.

KK 9228

Best and company, inc., claimant.

Good separates beloved for everyday living.
(Women's slacks, jackets, skirts, ski suits)
[New York, Printed by New York herald tribune]
cl946.

clipping.

Print.

(c) 10-20-46; 2 c 10-30-46; New York; KK 9228.

pam 1-21-47

BEST AND COMPANY, INC. ©.

Good shoes. (Boys' and girls')
Clipping. © 16 Jun 48; KK24577.

BEST AND COMPANY, INC. ©.

Good shoes. You get fine leathers -
proper fit ... (Children's shoes)
Sheet. © 15Sep49; KK41197.

KK 8395

Best & company, inc., claimant.

Good ski clothes. (Misses ski
clothes) [New York, Printed by New
York sun] cl947.

clipping.

Print.

© 8Jan47; author, New York; KK 8395.

afp 27Feb47

KK 259

Best & co., inc., claimant.

Good ski suit for sports or country.
(Misses ski suit) [New York, Printed
by New York sun] © 1946. •

clipping.

Print.

© 1-10-46; 2c 1-15-46; New York;

KK 259.

3-25-46 rs

BEST AND COMPANY, INC. ☈.

Good sport. Our cotton poplin jacket,
water-repellent, with a zip-in
lining of alpaca pile ... (Misses'
jacket) Sheet. ☈ 25Nov49; KKL44906.

FEB 1 1950

KK 9655

Best and company, inc., claimant.

Good sweaters team with a plaid skirt
[and] For men - jacket of Best's fine
worsted tweed. (Girls' sweaters, men's
jacket and slacks) [New York, Printed
by New York sun] cl946.

clipping.

Print.

© 11-8-46; 2 c 11-15-46; New York;

KK 9655.

pam 2-1-47

KK12695

Best & co., inc., claimant.

Good value in a fine coat classic. (Misses coat)
[New York, Printed by N. Y. herald tribune] c1947.
clipping.

Print.

(c) Best & co., inc., New York; 24Jan47; KK12695.

3Jun47 rs

KK 10791

Best & co., inc., claimant.

Good value in a fine polo coat.

[and] ... Cotton blouses. (Misses coat.
Girls' blouses) [New York, Printed by
New York sun] © 1947.

clipping.

Print.

At head of second title: There is a
flower-like freshness in the new ...

© author, New York; 4Feb47;
KK 10791.

vm 3-18-47

KK 6418

Best & co., inc., claimant

Good value in these wool flannel slacks
[and] Smart necklines are high ... (Women's
slacks and women's dresses) [New York,
Printed by New York sun] c1946.
clipping.

Print.

(C) 9-26-46; 2 c 10-2-46; New York;
KK 6418.

mge 11-18-46

KK12531

Best & co., inc., claimant.

Good values in pretty cottons. [and]
Special purchase! (Misses' clothes.
Misses' jacket) [New York, Printed by
N. Y. times] c1947.

clipping.

Print.

© Best & co., inc., New York; 20Apr47;
KK12531.

19May47 rs

KK12255

Best & co., inc., claimant.

Good values in young prints with a
future. (Misses' dresses) [New York,
Printed by New York sun] cl947.

clipping.

Print.

© Best & co., inc., New York; 11Apr47;
KK12255.

16May47 rs

BEST AND COMPANY, INC. ©.

A good wash suit. (Boys' suit)

Clipping. © 7Jul48; KK25137.

KK 6040

Best & co., inc., claimant.

... Good wool separates. (Girl's
separates) [New York, Printed by
New York times]cl946.

clipping.

Print.

At head of title: She mixes or matches
her .

© 8-28-46; 2 c 9-12-46; New York;
KK 6040.

zcr 10-23-46

KK 1533

Best & co., inc., claimant.

Good wool separates in gray flannel. The navy regulation reefer is still a girls' favorite. (Misses' jacket and skirt, little girls' coat) [New York, Printed by N. Y. journal American] c1946.

clipping.

Print.

(C) 3-1-46; 2 c 3-6-46; New York; KK 1533.

vf 4-24-46

KK 9884

Best & co., inc., claimant.

Good wool sweaters perennially
welcome and useful gift for girls.

(Girl's sweaters) [New York, Printed
by New York herald tribune]c1946.
clipping.

Print.

© 12-1-46; 2 c 12-13-46; New York;

KK 9884.

zcr 1-17-47

KK 9892

Best & co., inc., claimant.

Good wool sweaters perennially
welcome and useful gift for girls.

(Girls' sweaters) [New York, Printed
by New York sun]c1946.

clipping.

Print.

© 12-4-46; 2 c 12-13-46; New York;
KK 9892.

zcr 1-17-47

KK 9080

Best and company, inc., claimant

Good wools for warmth and wear .. in Best's
coats for girls. (Girls' coats) [New York,
Printed by New York journal American] cl946.
clipping.

Print.

(c) 10-11-46; 2 c 10-22-46; New York; KK 9080.

mgc 1-2-47

KK 9077

Best and company, inc., claimant

Good wools for warmth and wear .. in Best's
coats for girls. (Girls' coats) [New York,
Printed by New York times] c1946.

clipping.

Print.

(e) 10-6-46; 2 e 10-22-46; New York; KK 9077.

mge 1-2-47

KK 5102

Best & co., inc., claimant.

Good wools; here they are - reliable
wools ... (Women's suits and coats)
[New York, Printed by New York herald
tribune] c1946.

clipping.

Print.

© 7-21-46; 2 c 7-30-46; New York;
KK 5102.

cf 8-20-46

KK 5964

Best & co., inc., claimant

Good wools make smart standbys for college.
(Women's dresses) [New York, Printed by New
York times] cl946.

clipping.

Print.

(c) 8-29-46; 2 c 9-4-46; New York; KK 5964.

mgo 10-31-46

BEST AND COMPANY, INC. ©.

A gorgeous selection of lacy Tuscan
straws. (Misses' hats) Clipping.

© 7Mar48; KK22682.

BEST AND COMPANY, INC. ©.

A gorgeous selection of lacy Tuscan
straws. (Misses' hats) Clipping.

© 7Mar48; KK22937.

Best & company, inc., claimant.
Gossamer black for a new dance dress.
(Misses' evening gown) [New York,
Printed by New York journal American]
cl947.
clipping.

Print.

© Best & co., inc., New York;
27Mar47; K111416.

afp 16Apr47

KK 6051

Best & co., inc., claimant.

Graceful, luxurious, becoming- the
new coats. (Women's coats) [New York,
Printed by New York times] c1946.
clipping.

Print.

© 9-6-46; 2 c 9-12-46; New York;
KK 6051.

zcr 10-24-46

BEST AND COMPANY, INC. ©.

A graceful shoe silhouette. The
season's styles demand long slips.
Clipping. © 10Mar48; KK22936.

BEST AND COMPANY, INC. ©.

Gracious dignity. Girls' sun suit.

(Misses' evening gown, girls' sun
suit) Clipping. © 27May49:

KK37144.

BEST AND COMPANY, INC. ©.

Gracious dignity rayon lace on sheer
rayon crepe. Linen shoes and no
charge for dyeing. (Evening gown
and shoes) Sheet. © 6Jun49;
KK37891.

BEST AND COMPANY, INC. ©.

Graduation. (Misses' gowns)

Clipping. © May 48; KK23126.

KK 1526

Best & co., inc., claimant.

Gray and rose, spring colors in smart wools
for the 'teens. (Girls' sport clothes) [New
York, Printed by N. Y. herald tribune] cl946.
clipping.

Print.

(C) 2-27-46; 2 c 3-6-46; New York;
KK 1526.

vf 4-24-46

KK 255

Best & co., inc., claimant.

Gray chesterfield for young cosmopolitans. (Jr. miss coat) [New York,
Printed by New York herald tribune]

© 1946.

clipping.

Print.

© 1-8-46; 2c 1-15-46; New York;

KK 255.

3-25-46 rs

BEST AND COMPANY, INC. ©.

Gray flannel. (Misses' casual separates) Clipping. © 18Mar49;
KK34278.

BEST AND COMPANY, INC. ©

✓ Gray flannel. A Young Cosmopolitan's
best bet ... ✓ (Misses' suit) Sheet.
© 29 Jan 50; KK47096.

APR 13 1950

KK 6287

Best & co., inc., claimant

Gray smart neutral for girls .. in sturdy,
wearable clothes for school. (Girl's separates)
[New York, Printed by New York sun] cl946.
clipping.

Print.

©9-10-46; 2c 9-25-46; New York; KK 6287.

egn 11-14-46

KK 1660

Best & co., inc., claimant.

...Gray wool tweed. (Jr. miss suit) [New York,
Printed by N. Y. herald tribune] c1946.
clipping.

Print.

At head of title: For young cosmopolitans.

© 3-2-46; 2 c 3-12-46; New York;

KK 1660.

vf 5-15-46

BEST AND COMPANY, INC. ©.

Gray wool tweed. (Misses' coat)

Clipping. © 7Nov48; KK30711.

BEST AND COMPANY, INC. ©

Gray worsted glen plaid. (Misses'
suit) Clipping. © 23Feb49;
KK33994.

A5 2012

Best & co., inc., claimant.

Great demand for our soft lanolin permanent.
(In The New York sun, 4-22-46, p. 7)

Adv.

(c) 4-22-46; 1 c 5-3-46; New York; A5 2012.

APP 5-9-46

BEST AND COMPANY, INC. ©.

Great expectations of a marvelous
evening, if you wear romantic silk
taffeta. (Misses' dress) Sheet.

© 16 Nov 49; KK43471.

BEST AND COMPANY, INC. ©.

Guanaco coat ... one of the finest
fleeces known. Sheet. © 11 Oct 49;
KK42328.

BEST AND COMPANY, INC. ©

Guerlain's, L'Heure Bleue, romantic..
inspired..memorable. (Perfume)
Sheet. © 11Dec49; KK44634.

JAN 20 1950

BEST AND COMPANY, INC. ©.

Guerlain's Jicky. Ready for a party
any time. (Misses' dresses. Per-
fume) Clipping. © 2 Dec 48;
KK30531.

KK 835

Best & co., inc., claimant.

Gypsy stripes for a new swim suit
[and] Support and flexibility are built
into baby's first shoes. (Baby shoes
and misses swim suit) [New York,
Printed by N. Y. herald tribune] c1946.
clipping.

Print.

© 2-1-46; 2 c 2-3-46; New York;
KK 835.

mgc 4-8-46

BEST & COMPANY, INC. ©

Haircut headquarters. [Adv.]

(In Newark News, N. J., Sept.
26, 1948, p. 8) © 26Sep48;
B5-7484.

BEST AND COMPANY, INC. ©.

A hairdo to go with your new look.

[Adv.] (In New York Herald

Tribune, Jan. 2nd, 1942, p. 5)

© 2nd Jan 13; B5-4136.

BEST AND COMPANY, INC. ©.

A hairdo to go with your new
look. [Adv.] (In The Sun, New
York, Feb. 9, 1948, p. 5)

© 9Febl48; B5-4133.

BEST AND COMPANY, INC. ©.

Half Hi-A by Marja. (Misses' bra)

Clipping. © 22Dec48; KK31070.

KK 1478

Best & co., inc., claimant.

The halo beret. (Misses hat) [New York,
Printed by New York sun] cl946.

Clipping.

Print.

(S) 2-22-46; 2 c 3-3-46; New York; KK 1478.

AFP 4-24-46

BEST AND COMPANY, INC. ©

Hand-carved gardenias look our exclusive rayon faille bags. (Misses' handbags) Clipping. © 3Mar49; KK33983.

BEST AND COMPANY, INC. ©.

Hand-detailed. (Misses' gown)

Clipping. © 14Jul48; KK25135.

BEST AND COMPANY, INC. ©

Hand-detailed lingerie. (Misses'
lingerie) Clipping. © 21 Mar 49;
KK34955.

BEST AND COMPANY, INC. ©.

Hand-detailed Puerto Rican

lingerie. Clipping. © 21Apr48;
KK22923.

BEST AND COMPANY, INC. ©.

The handmade white blouse. (Misses' blouses) Clipping. © 15Jan48;
KK19970.

KK 3085

Best & co., inc., claimant

Hand-mades by Yolande; the Liliputian
bazaar features fine pastel cottons for little
girls from one to six [and] keep them in
corduroy and let it take the hard knocks.
(Ladies' lingerie, girls' dresses and boys'
pants) [New York, Printed by New York sun]
cl946.

clipping.

Print.

c 5-1-46; 2 c 5-7-46; New York; KK 5085.
mgc 5-29-46

KK13201

Best & co., inc., claimant.

Hand of experience. (Children's
clothes) [New York, Printed by N. Y.
Herald-tribune] cl947.

clipping.

Print.

© Best & co., inc., New York; 4May47;
KK13201.

25Jun47 rs

BEST AND COMPANY, INC. ©.

The hand of experience. (Infants'
layettes) Clipping. © 23Jan49;
KK32247.

BEST AND COMPANY, INC. ©.

The hand of experience combines
beauty with utility and brings
you the perfect layette. (Baby
clothes) Clipping. © 18Jul48;
KK25326.

Best & co., Inc., Clement.

The hand of experience helps you to
choose baby's layette. (Babys' clothes)
[New York, Printed by N. Y. Times] c1947.
clipping.

Print.

© Best & co., Inc., New York; 15Jul47;
KK14982.

15Aug47 re

BEST & CO., INC. ©, New York.
Hand-smocked dresses. (Children's
dresses) © 30ct47; KK17313.

BEST AND COMPANY, INC. ©.

Hand-smocking. (Children's dresses)

Clipping. © 12Jan49; KK31678.

KK12252

Best & co., inc., claimant.

Hand-smocking ... (Children's dresses)
[New York, Printed by New York sun] c1947.
clipping.

Print.

© Best & co., inc., New York; 10Apr47;
KK12252. 16May47 rs

BEST AND COMPANY, INC. ©

Hand smocking. (Girls' dress)

Clipping. © 13 Feb 49: KK33445.

BEST AND COMPANY, INC. ©.

Hand smocking [and] The rayon crepe
dress you'll want in August.
(Girls' dresses and women's
dresses) Clipping. © 26Jul48;
KK25390.

BEST AND COMPANY, INC. ©.

Handsewn lambskin mittens or gloves.

The warmest things at hand ...

(Misses' gloves) Sheet. © 1 Dec 49;
KK44439.

JAN 17 1950

BEST AND COMPANY, INC. ©.

Hand-woven Irish tweed. (Misses'
suits) Clipping. © 10Feb49;
KK33017.

BEST & CO., INC., New York.

Hand-woven shetland. The polo
coat [and] From the famous
Lilliputian bazaar; the wrapper
and cap set. (Misses' clothes,
child's outfit) Clipping.

© 13Aug47; KK15643.

BEST AND COMPANY, INC. ©.

Happy Easter! Easter successes! (Toy
dog. Children's clothes) Clipping.
© 12Apr49; KK36454.

BEST AND COMPANY, INC. ©.

Harbinger of spring. (Misses' dress)

Clipping. © 23Feb49; KK33436.

BEST AND CO., INC., New York.

Hard-to-find wool-and-camel hair
sweaters. (Boys' sweaters)
Clipping. © 4Sep47; KK15882.

BEST & CO., INC., New York.

Hard-to-find wool-and-camel hair
sweaters [and] From the famous
Lilliputian bazaar. (Boys'
sweater, infants' set) Clipping.
C 15 Sep 47; KK16152.

KK 8108

Best & co., inc., claimant.

Harris tweed for men - imported wool-finely tailored. (Men's suit) [New York, Printed by New York herald tribune] c1946.

clipping.

Print.

© 26 Dec 46; 2c 16 Jan 47; author, New York; KK 8108.

pam 2-8-47

BEST AND COMPANY, INC. ©.

Hat and muff. Fur-trimmed coats.

(Misses' hat and muff set and
coats) Clipping. © 30ct48;
KK27713.

BEST & CO., INC. ©, New York.

The hat for your new, rounded
fashions? (Misses' hats) ©
24 Sep 47; KK17437.

BEST AND COMPANY, INC. ©.

The hat of the moment is a head-hugging felt. Clipping. © 13Feb48;
KK20616.

Best & co., Inc., claimant.

The hat you wear with your dark, town clothes is small..brimmed..touched with satin [end] A good chambray is a good investment. (Misses' hats and dresses) [New York, Printed by R. Y. sun] c1947.
clipping.

Print.

© Best & co., Inc., New York; 26Jun47;
EX14974. 15Aug47 rs

BEST AND COMPANY, INC. ©.

Hats are romantic in tune with fall
fashions. Sapphire sheer. (Misses'
stockings and hats) Clipping.

© 25Aug48; KK26779.

BEST AND COMPANY, INC. ©.

Hats of imported velours; Standby
for Young Cosmopolitans [and] Teen
corduroy. (Misses' hats; suit and
girls' suit) Sheet. © 11Aug49;
KK39566.

BEST AND COMPANY, INC. ©.

Have your black city dress in rayon
sheer or rayon faille. (Misses'
dresses) Clipping. © 14Jul48;
KK25141.

BEST AND COMPANY, INC.

Have your holiday permanent now.

[Adv.] (In The New York Times,
Nov. 19, 1947, p. 6) © Best &
Co., inc.; 19Nov47; B5-3305.

BEST AND COMPANY, INC. ©.

Heading south and planning to wear ...

Shirtmaker. (Misses' dress) Sheet.

© 8Dec49; KK44647.

JAN 20 1950

BEST AND COMPANY, INC. ©.

Headline news: Our exclusive Reverse
Curl process. [Adv.] (In New York
herald tribune, Oct. 30, 1949,
p. 33) © 300ct49; B5-12563.

FEB 2 1950

BEST AND COMPANY, INC. ©

Hearts go 'round and 'round on a pin-
afore valentine. (Girls' dress)
Sheet. © 31Jan50; KK47095.

APR 13 1950

KK 10173

Best and company, inc., claimant.

He'll probably need each one .. so
choose as you wish... (Men's clothes)
[New York, Printed by New York sun]
c1946.

clipping.

Print.

© 9Dec46; author, New York; KK 10173.

dac 2-11-47

BEST AND CO., INC., New York.

Her favorite shirt and slacks
are all wool. (Young girl's
set) Clipping. © 18Aug47;
KK15880.

BEST AND COMPANY, INC., New York.

Her favorite shirt and slacks are
all wool [and] They make a good-
looking couple - our plaid pair.
(Girl's set, misses' bag and
hat) Clipping. © 3Sep47; KK
15868.

A5 2755

Best & co., inc., claimant.

Her summer coiffure is cool and soft. (In
The New York sun, 6-10-46, p. 7)

Adv.

(c) 6-10-46; 1 c 6-18-46; New York; A5 2755.

AFP 6-24-46

Best & company, inc.

Here are four exciting Easter values
[and] Bows fore and aft for our big
hat hit. (Misses clothes and hat)
[New York, Printed by New York sun]
c1947.

clipping.

Print.

© Best & co., inc., New York; 3Apr47;
KK12001.

afp 30Apr47

KK 479

Best & co., inc., New York, claimant.

Here are smart wool suits Young cosmopolitans want [and] Correct shoes for growing feet are a Best specialty. (Jr. miss suits, girls & boys shoes) [New York, Printed by New York sun]
©1946.

clipping.

Print.

① 1-18-46; 2 c 1-20-46; KK 479.

mrm 4-3-46

Best & company, inc.

Here are some of the Liliputian
bazaar's pretty dresses [and] They're
washable! Boxlav. (Children's dresses,
misses' gloves). [New York, Printed by
New York sun] cl947.

clipping.

Print.

© Best & co., inc., New York;
31Mar47; KK11994.

afp 30Apr47

Best & Co., inc.

Here are those adorable Best Triplets, they're wearing their Christmas card snowsuits. (Children's clothes) © 28Nov47; KK19263.

Best & Co., inc.

BEST AND COMPANY, INC. ©

Here he is. (Infant's layette and
furniture) Clipping. © 18Feb48;
KK21480.

KK 4262

Best & co., inc., claimant.

Here it is - crisp Matelassé organdy.
(Womens dress) [New York, Printed by
New York journal American] © 1946.

clipping.

Print.

© 6-21-46; 2c 6-26-46; New York;
KK 4262. 7-3-46 rs

KK 2929

Best & co., inc., claimant

Here they are, gay new cottons for
summer play. (Women's play clothes)

[New York, Printed by New York sun] c1946.
clipping.

Print.

© 4-25-46; 2 c 5-3-46; New York;
KK 2929.

mgc 6-11-46

BEST AND COMPANY, INC. ©.

Here's why the Liliputian Bazaar's
wonderful cotton knits are in de-
mand wherever there are little
children and mothers who know.
(Children's clothes) Clipping.

© 19Jan48; KK19962.

BETHESDA GENERAL HOSPITAL, St. Louis.

Heritage of faith. 20 p., illus.

© Cornelius Magera Smith; 21Dec50;
AA171319.

JAN 29 1951

BEST AND COMPANY, INC. ©.

Herringbone wool. (Misses' dress)

Clipping. © 29 Aug 48; KK27514.

BEST AND COMPANY, INC. ©.

High fashion - low cost. (Misses'
dresses) Clipping. © 30ct48;
KK27716.

BEST AND COMPANY, INC. ©.

High fashion .. low price. (Misses' hat) Clipping. © 23Mar48; KK23829.

BEST AND COMPANY, INC. ©.

High fashion. (Misses' hat)

Clipping. © 19Mar48; KK22687.

BEST AND COMPANY, INC. ©.

High fashion. (Misses' hats)

Clipping. © 10Mar48; KK22935.

BEST AND COMPANY, INC. ©.

High fashion, medium price. The coo-
lie shape. (Misses' hat) Clip-
ping. © 16Mar48; KK21759.

BEST AND COMPANY, INC. ©

High fashion, medium price.

Daisies across the brim. (Misses'
hat) Clipping. © 18Mar48; KK21763.

BEST AND COMPANY, INC. ©.

High fashion, medium price. Daisies
tell of Spring. (Misses' hat)

Clipping. © 5Mar48; KK21764.

BEST AND COMPANY, INC. ©.

High fashion, medium price. Lady
Tuscan straw. (Misses' hat)
Clipping. © 15Mar48; KK21760.

BEST AND COMPANY, INC. ©

High fashion, medium price. Lilacs
in bloom. (Misses' hat) Clipping.

© 11Mar48; KK21761.

BEST AND COMPANY, INC. ©.

High fashion, medium price. A riot
of roses. (misses' hat) Clipping.

© 8Mar48; KK21762.

BEST AND COMPANY, INC. ©.

High fashion: pink linen on navy
gabardine. It's beautifully tailored
wool with all the answers ...
(Girls' suits) Sheet. © 26Jan50;
KK46534.

MAR 20 1950

BEST AND COMPANY, INC. ©.

High-heeled suede. Sapphire
sheers. (Misses' shoes and
stockings) Clipping.

© 200ct48; KK28197.

KK 2917

Best & co., inc., claimant

High necklines in demand for spring blouses; white suit-mates; the Lili-putian bazaar has a way with pinafores [and] fitted midriff slip. (Women's blouses, hats, pinafores and slips) [New York, Printed by New York sun] c1946. clipping.

Print.

Application title: High necklines ...
white suit mates - fitted midriff slips.

© 4-18-46; 2 c 5-3-46; New York;
KK 2917. mgc 6-11-46

BEST & CO., INC., New York.

High quality—low price—for a
boys' jacquard sweater. Clipping.
© 16Sep47; KK16150.

Best & company, inc.

High school and college girls go for
our Nada jr. permanent. [Advertisement]
(In The New York sun, Jan. 29, 1947,
p. 7)

© Best & co., inc., New York;
29Jan47; A5 5644.

31Mar47 rs

BEST AND COMPANY, INC. Q.

High style, high value. (Misses' suit) Clipping. 31Mar49;
KK34942.

BEST AND COMPANY, INC. ©.

His first tuxedo. The thrill that
comes once in a lifetime ...

(Young boys' tuxedo) Sheet,
© 28Nov49; KK44443.

JAN 17 1950

BEST AND COMPANY, INC. ©.

Holiday dance dress. Christmas sale!
(Misses' gown and gloves) Clip-
ping. © 10Dec48; KK30680.

BEST AND COMPANY, INC. ©.

Holiday dress of silk paper taffeta.

The crisp fabric that is so very
flattering ... Sheet. © 12 Dec 49;
KKH4887.

FEB 1 1950

BEST AND COMPANY, INC. ©.

Holiday gems by Lucien Lelong - satin finished gold-toned metal compacts ... Holiday dress of silk paper taffeta - the crisp fabric that is so very flattering ... For globe-trotter, collegian or stay-at-home gift pajamas. (Misses' compacts, dresses, and lingerie) Sheet.

© 16 Dec 49; KK46225.

MAR - 7 1950

BEST AND COMPANY, INC. ©.

Holiday parties are in the offing.

(Misses' evening gowns) Clipping.

© 5Nov48; KK29044.

BEST AND COMPANY, INC. ©.

Home for the holidays. Christmas
sale! Snow suits. (Misses' dress-
es'. Girls' clothes) Clipping.

© 17 Dec 48; KK31059.

KK 8106

Best & co., inc., claimant.

Home for the holidays! young cosmopolitan go dancing in rustling, full-skirted spotlight dresses. (Misses gowns) [New York, Printed by New York herald tribune] c1946.

clipping.

Print.

© 22Dec46; 2c 16Jan47; author, New York; KK 8106.

pam 2-8-47

BEST AND COMPANY, INC. ©.

- ✓ Home for the holidays and all the holiday fun and what better present can she think of than "the most beautiful dance dress in the world."
 - ✓ For the young men on your list - the things he buys for himself . . . //
(Misses' gowns and men's clothes)
- Sheet. © 18Dec49; KK46224.

MAR - 7 1950

BEST AND COMPANY, INC. ©.

Home for the holidays and completely
at ease in slacks and an off-the-
shoulder sweater with ribbed cuff. ✓
(Misses' sweater, slacks and belt)
Sheet. © 18Dec49; KK46245.

MAR - 7 1950

Best & co., inc., claimant.

Hooded and flared. [and] Polka-dot
robe. (Misses' coat and housecoat)
[New York, Printed by N. Y. times] c1947.
clipping.

Print.

© Best & co., inc., New York; 11Jun47;
KK14125.

14Jul47 rs

BEST & CO., INC. ©, New York.

The hooded coat. (Misses' coat)

© 28Oct47; KK18534.

BEST & CO., INC. ©, New York.

The hooded short coat; young date
dress. (Misses' coat and dress)
© 300ct47; KK18551.

BEST AND COMPANY, INC. ©.

'Hook 'n twist the perfect pinafore.'
(Women's pinafores) Sheet.
© 11Jan50; KK46031.

MAN - 6 1950

BEST AND COMPANY, INC. ©.

Hostess robe. Outdoor jacket. (Miss-
es' robe and jacket) Clipping.

© 16Dec48; KK31055.

BEST AND COMPANY, INC. ©.

How about that? A suit that scores a
hit each time ... (Misses' suit)
Sheet. © 5Oct49; KK41759.

BEST AND COMPANY, INC. ©.

How to travel with baby ... tuck all
the comforts of home into the trunk
of your car. (Infants' folding
crib-play yard) Sheet.

© 29Jun49; KK38485.

BEST AND COMPANY, INC. ©.

Howdy Doody. (Cowboy doll) Clip-
ping. © 11Apr49; KK36056.

BEST AND COMPANY, INC. ©.

Howdy Doody doll, 5.95. Clipping.

© 20Mar49; KK34255.

BEST AND COMPANY, INC. ©

Howdy Doody doll. Spring breaks into
print. (Children's cowboy doll and
misses' dresses) Clipping.

© 10Mar49; KK33964.

Best & Co., inc.
Hundreds of gowns [and] Christmas
gifts for men. (Misses' gowns and
men's clothes) © 4 Dec 47; KK19252.

Best & Co., inc.

A5 310.

Best & co., inc., claimant.

I derive so much pleasure from
the gamine ... (In Newark evening news,
N. J., 1-3-45, p. 6)

Advertisement.

© 1-3-46; 1 c 1-15-46; New York;
A5 310.

MSH 2-25-46

BEST & CO., INC., New York.

I love it! The ballerina suit.
(Misses' suit) Clipping.

© 16Sep47; KK16148.

BEST & CO., INC. ©, New York.

I must have a black dress. (Misses' dresses) © 20Aug47; KK18140.

BEST AND COMPANY, INC. ®.

Ideal for Christmas: Nada gloves.

Lanvin's Arpege - a stirring
fragrance, memorable, exciting,
delightful ... (Misses' gloves,
perfume) Sheet. ® 15 Dec 49;
KKL44889.

FEB 1 1950

35144

BEST & COMPANY, INC. ©.

If (by virtue or by necessity)

you're careful about money

Best's is your store. [Adv.]

(In New York Herald Tribune,
July 4, 1948, p. 5) © 4Jul48;
B5-6780.

BEST AND COMPANY, INC. ©

If, despite her years, she seems
younger than springtime, she'll
like the fresh fragrance of Blue
Grass by Elizabeth Arden. (Perfume
and colognes) Sheet. © 12Dec49;
KK44653.

JAN 20 1950

BEST AND COMPANY, INC. ©.

If, despite her years, she seems
younger than springtime she'll like
the fresh fragrance of Blue Grass
by Elizabeth Arden. (Misses'
perfume and cologne, powder) Sheet.
© 4 Dec 49; KK44420.

JAN 17 1950

BEST AND COMPANY, INC. ©.

If her hints are for a new perfume
make it one of Caron's - With
Pleasure; Or et Noir; La Fete des
Roses. Sheet. © 4 Dec 49; KK44418.

JAN 17 1950

BEST AND COMPANY, INC. ©.

"If it bears the label Shirtmaker" -
it's the finest example of what a
tailored dress should be that we
know ... (Misses' dresses)
Sheet. © 8Jan50; KK46033.

MAR - 6 1950

BEST AND COMPANY, INC. ©.

✓ If it bears the label Shirtmaker -
it's the finest example of what a
tailored dress should be ... ✓ When
you select our Nada bag - you have
a Best exclusive headed for success.✓
(Women's dresses and handbag) Sheet.
© 22Jan50; KK46528.

MAR 20 1950
MAR 20 1950

BEST AND COMPANY, INC.

If it's news, if it's flattering,
if it's summer-perfect. cAdv.3
(In the New York times, June 14,
1953, p. 34) © Best & Co., inc.;
14Jun53; B5-24522.

r

Best & Co., inc.

If she's been hinting lately,
we bet she's mentioned a handbag
from Best's. (Misses' bags)
© 5Dec47; KK19254.

Best & Co., inc.

Best & Co., inc.

IF you've a young man in tow and
holiday parties coming up, you
couldn't look any prettier than
in these Young Cosmopolitan dresses
[and] High on the list of what
he wants for Christmas, warm jackets.
(Misses' dresses and boys' jackets)

© 5 Dec 47; KK19255.

Best & Co., inc.

BEST AND COMPANY, INC. ©.

If you're playing Santa Claus to a
Young Cosmopolitan ... a dress for
her dancing moods. Snow suit spe-
cial ... of wind and water repel-
lent cotton poplin. Christmas
sale ... girls' warm dresses.
(Misses' gowns, girls' snow suits
and dresses) Sheet. © 2Dec49;
KK44423.

JAN 17 1950

Best & Co., Inc., claimant.

An important lingerie item the black
slip. (Misses' slip) [New York, Printed
by N. Y. Herald Tribune] c1947.
clipping.

Print.

© Best & Co., Inc., New York; 10 Jul 47;
KK14980.

15 Aug 47 rs

BEST AND COMPANY, INC. ©.

Important sale ... lambskin gloves.

They're for early Christmas shoppers.
(Misses' gloves) Sheet.

© 6oct49; KK41766.

KK 9640

Best and company, inc., claimant.
Imported Munrospun woollies [and]
In demand - at the Liliputian bazaar;
warm, lightweight snowsuits ...
(Misses' sweaters, socks and gloves
and children's snowsuits) [New York,
Printed by New York sun] c1946.
clipping.

Print.

© 11-21-46; 2 c 12-2-46; New York;
KK 9640.

pam 1-31-47

KK 263

Best & co., inc., claimant.

Imported organdie makes pretty
lingerie blouses. (Misses blouses)
[New York, Printed by New York sun]
© 1946.

clipping.

Print.

© 1-11-46; 2c 1-15-46; New York;

KK 263.

3-25-46 rs

BEST AND COMPANY, INC. ©.

Imported Ourson hat bodies.
(Misses' hats) Clipping.
© 21Oct48; KK28201.

BEST AND COMPANY, INC. ©.

In brief, it's fashion's favorite
short wool coat. (Misses' shortie
coat) Clipping. © 12Jan48;
KK19698.

KK 10175

Best and company, inc., claimant.

In demand - at the Lilliputian bazaar;
warm, lightweight snowsuits ... (Child-
ren's snowsuit) [New York, Printed by
New York world telegram] c1946.
clipping.

Print.

© 10Dec46; author, New York; KK 10175.

dac 2-11-47

KK 8608

Best and company, inc., claimant.

In demand ... Best's good wool separates ...
The spotlight's on skirts in new fashions for
Young cosmopolitans ... (Misses' dress and suit.
Girl's separates) [New York, Printed by N. Y. sun
c 1947.

clipping.

Print.

©17Jan47; author, New York; KK 8608.

elg 3-6-47

KK 8400

Best & company, inc., claimant.

In demand .. Best's good wool
separates. (Young girl's separates)
[New York, Printed by New York journal
American] cl947.

clipping.

Print.

© 10Jan47; author, New York; KK 8400.

afp 27Feb47

KK 2916

Best & co., inc., claimant

In demand - for girls gray flannel
and the navy regulation reefer. (Girls'
coats) [New York, Printed by New York
times] cl946.

clipping.

Print.

©4-18-46; 2 c 5-3-46; New York;
KK 2916.

mgc 6-11-46

KK 2886

Best & co., inc., claimant

In demand: girls' jumpers; popular school
costume ... (Girls' jumpers) [New York,
Printed by New York Sun] cl946.

clipping.

Print.

c 8-21-46; 2 c 8-28-46; New York; KK 2886.

mgc 12-6-46

KK 3091

Best & co., inc., claimant

In demand: Good slacks suits. (Women's
slacks) [New York, Printed by New York
herald tribune] c1946.
clipping.

Print.

© 5-3-46; 2 c 5-7-46; New York;
KK 3091.

mgc 5-29-46

KK 3775

Best & co., inc., claimant.

In demand - our cotton gabardine raincoat; Summer jackets for night or day [and] A pinafore dress of colorful printed piqué. (Girls raincoat, girls dress, women's jackets) [New York, Printed by New York herald tribune] c1946. clipping.

Print.

© 5-31-46; 2 c 6-4-46; New York;

KK 3775.

cf 6-24-46

KK 1814

Best & co., inc., claimant

In demand: Pretty spring blouses.
(Women's blouses) [New York, Printed by
New York journal-American] c1946.

clipping.

Print.

© 3-15-46; 2 c 3-19-46; New York;
KK 1814.

mgc 5-20-46

KK 1800

Best & co., inc., claimant
In demand: Spring wools. (Misses
dresses) [New York, Printed by New York
herald tribune] cl946.
clipping.

Print.

© 3-10-46; 2 c 3-19-46; New York;
KK 1800.

mgc 5-20-46

KK 1124

Best & co., inc., claimant.

In demand- the tan sport jacket.

(Misses jacket and skirt) [New York,
Printed by N. Y. world telegram] c1946.
clipping.

Print.

© 2-8-46; 2 c 2-12-46; New York;
KK 1124.

mgc 4-25-46

KK 9741

Best & co., inc., claimant

In demand: the white sports jacket. (Misses
jacket) [New York, Printed by New York
journal American] c1946.

clipping.

Print.

(c) 11-29-46; 2 c 12-5-46; New York; KK 9741.

mgo 1-31-47

BEST AND COMPANY, INC. ©.

In our Young Cosmopolitan Shop a girl
can find the coat she wants.
(Misses' coats) Sheet. © 10Nov49;
KK43463.

KK 5806

Best & co., inc., claimant

In sun or rain; she's protected and smart
in Best's well-made coats. (Girls' rain
coats and rain hats) [New York, Printed by
New York herald-tribune] c1946.

clipping.

Print.

(c) 8-21-46; 2 c 8-28-46; New York;
KK 5806.

mgo 11-8-46

AA 23086

Best & co., inc., claimant.

In times like these more people turn
to Best's. [New York, Printed by Ritter-
band Reed & co., inc.] c1946.
pamphlet. illus. 9 1/2 x 7cm.

© 7-15-46; 2 c 6-19-46; New York;
AA 23086; new matter: same old material
slightly revised.

vf 10-23-46

BEST AND COMPANY, INC. ©.

In wise college clothes plans, special credits are awarded to tailor-ed rayon crepe blouses. Clipping.

© 11Aug48; KK26023.

BEST AND COMPANY, INC. ©.

Incomparable French Kislev. (Misses'
gloves) Sheet. © 11Aug49; KK39564.

BEST & COMPANY, INC. ©

Individually inexpensive, attractive
in combination Best's corduroy
separates. (Misses' clothes)
Clipping. © 18Apr48; KK22530.

BEST AND COMPANY, INC. C.

The inexpensive dress. Clipping.

© 11Feb48; KK20619.

BEST AND COMPANY, INC. ©.

An inexpensive partnership, corduroys.

The new Lewispuns. (Children's
clothes and misses' outfit) Clip-
ping. © 6Mar49; KK33974.

BEST AND COMPANY, INC. ©

An integral part of spring ... (Mis-
ses' dresses) Clipping. © 24Mar49;
KK34954.

BEST AND COMPANY, INC. ©

Interpreter español. (Misses' dress)

Clipping. © 20Apr49; KK35539.

BEST AND COMPANY, INC. ©

Interpreter español. Tra e tafetán
de seda ... (Misses' dress) Clip-
ping. © 19Apr49; KK35540.

A5 4585

Best and company, inc., claimant.

Introducing Nada, jr. ... new permanent
for the young crowd 12.50. (In The
Montclair times, New York, 11-7-46,
p. 27)

Adv.

© 11-7-46; 1 c 11-15-46; New York;
A5 4585.

afp 12-12-46

A5 4465

Best & co., inc., claimant.

Introducing Nada jr. ... new permanent
for the young set....12.50. (In The
New York sun, 10-21-46, p. 7)

Adv.

© 10-21-46; 1 c 10-30-46; New York;
A5 4465.

afp 11-14-46

BEST AND COMPANY, INC. ©

Introducing the Rex Pee Wee slipped
on its own belt. (Misses' belts
with attached vanity case) Sheet.

© 31Jul49; KK39330.

BEST AND COMPANY, INC. ①

Investment for spring: a smartly
simple coat. (Misses' clothes)
Clipping. ① 25Feb48; KK21468.

BEST AND COMPANY, INC. ©

Irish tweed suit. (Misses' suit)

Clipping. © 2 Sep 48; KK26770.

BEST AND COMPANY, INC. ©

It looks very new, doesn't it?

(Misses' clothes) Clipping.

© 17Aug47; KK20744.

BEST AND COMPANY, INC.

Italian cut. (In New York herald
tribune, July 26, 1953, p. 5)
© Best & Co., Inc.; 26Jul53;
B5-24821.

BEST AND COMPANY, INC.

Italian cut; yes, Roux color
shampoo makes it look lovelier.
(In the New York times, Aug. 2,
1953, p. 39) © Best & Co.,
inc.; 2Aug53; B5-24901.

BEST AND COMPANY, INC. ©.

It's a Best outline permanent.

[Adv.] (In Newark Sunday news,

N. J., Apr. 16, 1950, p. 31)

© 16Apr50; B5-14117.

JUN - 5 1950

BEST AND COMPANY, INC. ©

It's a joyful Christmas when she finds
French Kislav gloves among her
gifts. Sheet. © 14 Dec 49; KH44643.

JAN 20 1950

BEST & CO., INC. ©, New York.

It's a party. (Children's dress-
es) © 3000th47; KK18550.

BEST AND COMPANY, INC. ®.

It's a print you want? (Misses'
dresses) Clipping. ® 6Feb48;
KK20603.

BEST AND COMPANY, INC. ©.

It's a wise Young Cosmopolitan who
spends her Christmas money on a
white-accented bolero suit.

(Misses' suits) Sheet. © 27Dec49;
KK46237.

MAR - 7 1950

KK 6560

Best & co., inc., claimant

It's all metal - this sturdy Thayer stroller.
(Baby stroller) [New York, Printed by
New York sun] c1946.
clipping.

Print.

c 10-3-46; 2 o 10-8-46; New York;
KK 6560.

mgc 11-27-46

BEST AND COMPANY, INC. ©

It's an old Spanish custom. (Misses'
dress) Sheet. © 7Jul49; KK39554.

KK 1472

Best & co., inc., claimant.

It's Carter's in junior sizes. (Jr. miss
underjacket) [New York, Printed by New York
journal "merican] cl946.

Clipping.

Print.

(c) 2-19-46; 2 c 3-3-46; New York; KK 1472.

AFP 4-24-46

KK12533

Best & co., inc., claimant.

It's cheerful ... *Young Cosmopolitan
shop. [and] Now at Best's Fifth Avenue
store only, Special purchase. (Misses'
clothes) [New York, Printed by N. Y.
sun] c1947.

clipping.

Print.

© Best & co., inc., New York; 25Apr47;
KK12533. 19May47 rs

KK 3207 .

Best & co., inc., claimant.

It's cotton, for matching shirt-and-slacks [and] Big brims for new summer straws. (Women's hat and boys slacks)
[New York, Printed by New York sun]

© 1946.

clipping.

Print.

© 5-10-46; 2c 5-13-46; New York;

KK 3207.

5-30-46 rs

BEST AND COMPANY, INC. ©

It's crinkled, it's practical, it's
nylon [and] Teen separates combine
wool plaid and corduroy. (Misses'
dress and girls' outfit) Sheet.

© 14 Aug 49; KK39569.

BEST AND COMPANY, INC. ©.

It's cute, it's French, it's youthful.
(Misses' hat) Sheet.

© 12Oct49; KK42331.

BEST AND COMPANY, INC. ©.

It's Easter; teen meets prep ...
(Clothes for teens) Clipping.
© 13 Apr 49; KK35535.

Best & Co., inc.
It's easy to see why Best's snow-
suits make such attractive Christ-
mas gifts. (Children's snowsuits)
© 28Nov47; KK19265.

Best & Co., inc.

BEST AND COMPANY, INC. ©.

It's easy to see why she likes her
new Best's snowsuits. (Children's
suits) Clipping. © 21Nov47;
KK20209.

BEST AND COMPANY, INC. ©.

It's easy to see why teens love
two-pieces. (Young girls'
dresses) Clipping. © 13 Sep 48;
KK26932.

Best & company, inc., claimant.

It's famous for fit..the low-priced
rhythm slip. (Misses' slip) [New
York, Printed by New York sun] cl947.
clipping.

Print.

© Best & co., inc., New York;
25Mar47; KK11411.

afp 16Apr47

BEST AND COMPANY, INC. ©

It's fun to buy a Spring hat at
Best's. Clipping. © 14Mar48;
KK21770.

BEST AND COMPANY, INC. ®.

It's fun to have one smart outfit
after another; it's easy and
economical with Best's famous
separates. (Misses' casual clothes)
Sheet. ® 15Jan50; KK46027.



MAR - 6 1950

BEST AND COMPANY, INC. ©.

It's gonna be cold outside. Sapphire
sheers, the nylons everyone loves.
(Children's clothes, misses' stock-
ings) Sheet. © 90ct49; KK41762.

BEST AND CO., INC., New York.

It's hard to choose when there are
so many new school cottons.

(Children's dresses) Clipping.

© 27Aug47; KK15862.

BEST & CO., INC., New York.

It's hard to choose when there
are so many new school cottons
[and] Even your chenille hat has
a touch of glitter. (Misses'
hats and girls' dresses)

Clipping. ① 5Sep47; KK16136.

BEST AND COMPANY, INC. ©.

It's more than luck that Best's
beauty salon does the largest
volume of business in the world.
[Adv.] (In New York Herald Tri-
bune, Dec. 30, 1947, p. 5)
© 30Dec47; B5-3542.

BEST AND COMPANY, INC. ©

It's navy. (Children's clothes)

clipping. © 2Mar49; KK33447.

BEST AND COMPANY, INC. ©

It's navy. (Children's outfits)

Clipping. © 24Mar49; KK35529.

A5 3224

Best & Co., Inc., claimant.

It's nice to look natural..that's why our soft lanolin permanent is so popular! (In The New York sun, 7-22-46, p. 5)

Adv.

Appl. title: Soft lanolin permanent.

© 7-22-46; 1 c 7-30-46; New York;

A5 3224.

afp 8-19-46

A5 3470

Best & co., inc., claimant.

It's nice to look natural..that's
why our soft lanolin permanent is so
popular! (In New York Journal-American,
7-29-46, p. 3)

Adv.

Appl. title: Soft lanolin permanent.

© 7-29-46; 1 c 8-21-46; New York;

A5 3470.

afp 8-29-46

Best & Co., inc.
It's no accident that Best's sells
Sapphire sheers. (Misses' stock-
ings) © 7 Dec 47; KK19258.

Best & Co., inc.

BEST & CO., INC., New York.

It's off-the-face [and] Embroidered
dirndl. (Misses' hats and
girls' dresses) Clipping.

© 21Aug47; KK15627.

BEST AND COMPANY, INC. ©.

It's only natural that the Shirt-
maker is an all-time favorite.
(Misses' dresses) Clipping.

© 11Jan48; KK19699.

A5 4339

Best & co., inc., claimant.

It's our new ele~~feen~~. (In The New
York sun, 10-7-46, p. 7)

Adv.

© 10-7-46; 1 c 10-22-46; New York;
A5 4339.

afp 11-7-46

A5 4502.

Best & co., inc., claimant.

It's our new Nada jr. permanent.

(In New York herald tribune, 10-29-46,
p. 5)

Adv.

© 10-29-46; 1 c 11-6-46; New York;
A5 4502.

afp 12-9-46

Best & co., inc., claimant.

It's Palm Beach cloth in white. [and]
For active sports. (Misses' clothes. &
Palm Beach suit) [New York, Printed by
N. Y. herald tribune] c1947.

clipping.

Print.

© Best & co., inc., New York; 13Jun47;
KK14134.

14Jul47 rs

KK12246

Best & co., inc., claimant.

It's playclothes. (Children's
playclothes) [New York, Printed by
Herald Tribune] cl947.

clipping.

Print.

© Best & co., inc., New York;
6Apr47; KK12246.

16May47 rs

BEST AND COMPANY, INC. ©.

It's quality that makes Best's boys' reefer. (Boys' clothes) Clipping.
© 27Feb48; KK21466.

BEST & COMPANY, INC. ©

It's spring again and a Best out-line permanent is the right start for this new season. [Adv.]

(In Newark News, N. J., Apr. 3,
1949, p. 35) © 3Apr49; B5-9240.

BEST AND COMPANY, INC. ©.

It's spring coat time at the Lili-
putian Bazaar. (Children's clothes)
Clipping. © 29 Feb 48; KK21464.

A5 4733

Best and company, inc., claimant.

It's still Best's famous gamine.

(In The New York sun, 11-25-46, p. 7)

Adv.

© 11-25-46; 1 c 12-5-46; New York;
A5 4733.

afp 12-18-46

BEST AND COMPANY, INC. ©.

It's the deep lining that keeps
him warm ... (Boys clothes)
Clipping. © 8Sep48; KK26925.

BEST AND COMPANY, INC. ©.

It's the deep, pile lining that keeps
him warm. A fitted coat. (Misses'
clothes. Boys' clothes) Sheet.

© 14 Oct 49; KK42337.

KK 9643

Best and company, inc., claimant.

It's the pile lining that keeps him warm and the lightweight cotton that keeps him dry [and] For Young cosmopolitans - holiday gaiety in soft wool fashions touched with sparkle. (Boys' outdoor clothes and misses' dresses) [New York, Printed by New York sun] c1946.
clipping.

Print.

© 11-22-46; 2 c 12-2-46; New York; KK
9643.

pam 1-31-47

Best & co., inc., claimant.

It's the removable wool lining in our fine
reefers. (Boys' coats) [New York, Printed by
New York world telegram] cl947.

clipping.

Print.

© Best & co., inc., New York; 14 Mar 47; KK11287.

elg 4-9-47

BEST AND COMPANY, INC. ©.

It's the suit season. (Misses' suits)

Clipping. © 21Jan49; KK31702.

BEST AND COMPANY, INC. ©.

It's wonderful the way our famous
Separates make a wardrobe seem
more extensive. (Misses' casual
clothes) Sheet. © 11Nov49;
KK43964.

BEST AND COMPANY, INC. ©.

Jacket and jeans. Sun dresses. (Boys' clothes. Girls' dresses) Clipping.

© 22Apr49; KK36065.

BEST AND COMPANY, INC. ©.

The jacket plus a skirt combination.

(Misses' clothes) Clipping. ©

28Mar48; KK22695.

KK 694

Best & co., inc., claimant.

A jacket, skirt and a fresh white blouse are
teen age favorites. (Girls' skirt, jacket &
blouse) [New York, Printed by New York herald
tribune] cl946.

Clipping.

Print.

(c) 1-23-46; 2 c 1-29-46; New York; KK 694.

AFP 4-2-46

BEST AND COMPANY, INC. ©.

Jackets and slacks for all the boys
with quality by Best's. April's
a busy month for parties. (Misses'
dresses) Clipping. © 2Apr48;
KK22681.

BEST AND COMPANY, INC. ©.

Jacquard-patterned fabrics.

(Misses' dresses) Clipping.

© 10ct48; KK27711.

KK 5809

Best & co., inc., claimant

... Jacquard sweater; New! The '46 helmet
[and] Date dresses for a Young cosmopolitan's
college life. (Boys' sweaters; women's hats
and Young cosmopolitan's dresses) [New
York, Printed by New York sun] c1946.

clipping.

Print.

At head of title: Colorful designs ...

(C) 8-22-46; 2 a 8-28-46; New York;
KK 5809.

mgo 11-8-46

BEST AND COMPANY, INC. ©.

January is the time for a print
dress. (Misses' dress) Clipping.

© 13Jan48; KK19696.

BEST & CO., INC., New York.

Jersey and plaid, fashion
favorites for girls' wool
dresses [and] Warm cotton
flannel pajama and a wool
robe. Clipping. © 20Aug47;
KK15647.

BEST & COMPANY, INC. ©

Jewel cut. [Adv.] (In New York
Times, June 9, 1948, p. 6)
© 9Jun48; B5-6098.

BEST AND COMPANY, INC., ©.

Jewel cut. [Adv.] (In New York
Journal-American, Feb. 7, 1950,
p. 3) © 7Feb50; B5-13200.

MAR 24 1950

BEST & COMPANY, INC. ©

The Jewel cut by Marcel. [Adv.]

(In New York Journal American,
Apr. 21, 1948, p. 3) © 21Apr48;
B5-5827.

KK 6417

Best & co., inc., claimant

Jewel of a dress in Forstmann's fine wool
[and] Boys' lumberjacket; over-size checks on
sturdy wool. (Women's dress and boys' jacket)
[New York, Printed by New York world telegram]
cl946.

clipping.

Print.

(c) 9-26-46; 2 c 10-2-46; New York;
KK 6417.

mge 11-18-46

BEST AND COMPANY, INC. ©

Jonathan Logan designs for Young Cos-
mopolitans. Exciting high fashions
for the holiday season at lovely
low prices. (Misses' dresses)
Sheet. © 13Nov49; KKL43468.

BEST AND COMPANY, INC. ©.

Jonathan Logan dresses. (Misses'
dresses') Clipping. © 22Aug48;
KK26160.

BEST AND COMPANY, INC. ©

Joselli suits you divinely. Cracker
Jack - Cracker Jill. (Misses'
suits) Sheet. © 11Sep49; KK41209.

KK 6416

Best & co., inc., claimant

Juilliard's zephyroy corduroy. (Tots' suits
and dresses) [New York, Printed by New York
sun] cl946.

clipping.

Print.

(c) 9-25-46; 2 c 10-2-46; New York;
KK 6416.

mgc 11-18-46

BEST AND COMPANY, INC. ©

Jumper-effect gingham. (Girls'
jumper dress) Clipping.

© 22Aug48; KK27528.

BEST AND COMPANY, INC. ©

The jumper. Young Cosmopolitan wools.
(Misses' jumpers, blouses and dress-
es) Sheet. © 25 Aug 49; KK40418.

KK 2869

Best & co., inc., claimant

Jumpingbean new playsuit. (Girls' playsuit) [New York, Printed by New York world telegram] cl946.
clipping.

Print.

© 3-21-46; 2 c 5-3-46; New York;
KK 2869.

mgc 6-6-46

BEST AND COMPANY, INC. ©.

June-in-January felts brightened
with berries and early-blooming
flowers. (Misses' felt hats)
Sheet. © 19Jan50; KK46520.

MAR 20 1950

BEST AND COMPANY, INC. ©.

Junior editions. French Kisslav.

(Misses' nightgowns, slip and
gloves) Clipping. © 5 Dec 48;
KK30697.

BEST AND COMPANY, INC. ©.

'Just dreamin' - a pretty nightgown
is certain to be one of her favorite
Christmas gifts ... ✓ (Misses'
lingerie) Sheet. © 21Dec49;
KK46230.

MM - 7 1950

Best & co., inc.

Just for children. [Advertisement]

(In New York world-telegram, May 19, 1947,
p. 4)

© Best & co., inc., New York; 19May47;
B5 263.

8Jul47 rs

BEST AND COMPANY, INC. ©.

Just for children. [Adv.] (In
The New York times, Dec. 5,
1949, p. 6) © 5Dec49; B5-12491.

JAN 30 1

BEST AND COMPANY, INC. ©

Just for children. [Adv.] (In

New York herald tribune, Dec. 8,
1949, p. 11) © 8Dec49; B5-12492.

JAN 3 0 1950

BEST AND COMPANY, INC. ©.

Just in from Scotland ... a Best exclusive. (Young girls' dresses)
Clipping. © 23 Oct 47; KK19636.

KK 3086

Best & co., inc., claimant

Just landed from France! New styles of
Kislav gloves. (Women's gloves) [New
York, Printed by New York herald-tribune]
c1946.

clipping.

Print.

© 5-1-46; 2 c 5-7-46; New York;
KK 3086.

mge 5-29-46

BEST AND COMPANY, INC. ©.

Just see the new coats! (Teens' coats) Clipping. © 24 Sep 48;
KK27522.

BEST AND COMPANY, INC. ©.

Just when it seems our famous cotton
knits are quite perfect. (Chil-
dren's clothes) Cool and charming,
our Nada robe. Clipping. ©

22Apr48; KK22921.

BEST AND COMPANY, INC. ©.

Keep baby's food hot or cold. An over-shoulder bag of waterproof, washable, gray plastic ... Sheet.

© 28Jul49; KK39557.

KK 4675

Best & co., inc., claimant.

Keep cool in fresh cottons from the
Young cosmopolitan shop. (Jr. miss dress)
[New York, Printed by New York world tele-
gram] cl946.

clipping.

Print.

© 6-28-46; 2 c 7-10-46; New York;
KK 4675.

cf 8-12-46



BEST AND COMPANY, INC. ©.

Keep them cool, see the little bath-
ing sun suit. (Children's sun
suits, and pinafore) Sheet.

© 22Jun49; KK38472.

BEST AND COMPANY, INC. ©

Keep your eyes on Best's! [Adv.]

(In The New York times, Mar. 22,
1950, p. 6) © 22Mar50; B5-13649.

MAY - 3 1950

BEST & COMPANY, INC. ©.

The kind of permanent you've been
wanting. [Adv.] (In Newark
evening news, N. J., July 5, 1949,
p. 31) © 5July49; B5-10448.

BEST & CO., INC. ©, New York.
Kislav. (Misses' gloves) ©
26Oct47; KK18539.

BEST AND COMPANY, INC. ©.

Kislav gloves. (Misses' and men's
gloves) Clipping. © 16 Dec 48;
KK31057.

KK12253

Best & co., inc., claimant.

Knitted wool fabric ... outdoor
jacket. (Boy's jacket) [New York,
Printed by New York times] cl947.

clipping.

Print.

© Best & co., inc., New York; 10Apr47;
KK12253.

16May47 rs

KK 5503

Best & co., inc., claimant.

Knitted woolen fabric for a smart Eton suit [and] Our dickey-blouse makes a new campus trick. (Eton suit and dickey blouse) [New York, Printed by New York journal American] c1946.

clipping.

Print.

© 8-8-46; 2 c 8-11-46; New York; KK 5503

cf 8-29-46

BEST AND COMPANY, INC. ©.

✓ Knit and neat and a seasoned traveler,
wool chenille in one or two-piece
styles. (Misses' knit dresses)
Sheet. © 6Jan50; KK46036.

MAR - 6 1950

BEST & CO., INC. ©, New York.

Lace .. sequins; the profile hat.

(Misses' dresses and hats) ©

8Oct47; KK17297.

BEST AND COMPANY, INC. ©.

A lace trimmed rayon crepe slip.

A new dance dress for the holidays.

(Misses' slips and gowns)

© 3 Dec 48; KK30542.

BEST AND COMPANY INC. ©.

Lace-trimmed rayon satin slips and
gowns. Clipping. © 12 Dec 47; KK195
35.

KK12223

Best & co., inc., claimant.

Lacy Tuscan ... [and] ... Young
cottons. (Misses hats and children's
dresses) [New York, Printed by New
York herald tribune] c1947.

clipping.

Print.

© Best & co., inc., New York;
27Mar47; KK12223.

16May47 rs

BEST AND COMPANY, INC. ©.

Lamp cut. [Adv.] In Newark
Sunday news, Feb. 26, 1950,
p. 51) © 26Feb50; B5-13648.

MAY - 3 1950

BEST AND COMPANY, INC. ©

Lamp cut 2.50. [Adv.] (In
Newark Sunday news, May 14,
1950, p. 29) © 14May50; B5-14485.

JUL 12 1950

BEST AND COMPANY, INC. ©.

Lamb of a coat - wool suede, cut to
a 33-inch length ... (Misses'
coats) Sheet. © 23Oct49; KK42754.

BEST AND COMPANY, INC. ®.

Lambs' wool lining. (Misses' coat)

Clipping. © 21Nov48; KK30707.

BEST AND COMPANY, INC. ①

Lambskin gloves. Capeskin, mocha
suede ... (Ladies' gloves) Sheet.

① 50ct49; KK41760.

BEST & COMPANY, INC. ©.

Lamp cut. [Adv.] (In The New York
Sun, Feb. 28, 1949, p. 2. [Tear
sheet]) © 28Feb49; B5-8838.

BEST AND COMPANY, INC. ©.

Lamp cut, for children. [Adv.]

(In The Sun, New York, Nov. 14,
1949, p. 3) © 14Nov49; B5-12174.

A5 2014

Best & co., inc., claimant.

Lanolin permanent wave back again at Best's.
(In The New York sun, 3-18-46, p. 7)

Adv.

(c) 3-18-46; 1 c 5-3-46; New York; A5 2014.

AFP 5-9-46

KK 9650

Best and company, inc., claimant.

Lastex inserts mould the Shar-loo
slip. (Misses' slip) [New York,
Printed by New York journal American]
c1946.

clipping.

Print.

© 11-6-46; 2 c 11-15-46; New York;
KK 9650.

pam 2-1-47

A5 559

Best & co., inc., claimant.

A lasting foundation for lovely coiffures in
the gamine permanent. (In The sun, New York,
1-28-46, p. 7)

Adv.

(c) 1-28-46; 1 c 2-3-46; New York; A5 559.

AMP 2-26-46

BEST AND COMPANY, INC. ©.

Late-day dresses. Liliputian
Bazaar ... the British Glenconner
... and Sutton tweed with fine
beaver. (Misses' and children's
clothes) Sheet. © 130ct49;
KK42334.

BEST AND COMPANY, INC. ©.

Late day dresses. (Misses' dresses)

Clipping. © 22Mar49; KK34259.

BEST AND COMPANY, INC. ©.

Late-summer entry: rayon faille.

Smart travel item: the furred coat.
(Misses' dress and coat) Sheet.

© 27Jul49; KK39334.

Best & co., inc., claimant.

Layettes..always so lovely at the
*Liliputian bazaar. (Baby's layettes)
[New York, Printed by New York herald
tribune] cl947.

clipping.

Print.

© author, New York; 9Feb47; KK 10916.

pam 3-31-47

BEST AND COMPANY, INC. ©.

A leather bag is a handsome accessory. Two in navy to wear all spring. (Misses' bags and dresses)
Clipping. © 24Mar48; KK22690.

BEST AND COMPANY, INC. C.

Leg-proportioned Shapphire sheers.

(Misses' stockings) Clipping. C

21Apr48; KK23907.

BEST AND COMPANY, INC. ©

Leg-proportioned Sapphire sheers.

(Misses' stockings) Clipping. ©

1Mar48; KK21488.

KK 5108

Best & co., inc., claimant.

Leisure coat, by Raymond. (Women's
robe) [New York, Printed by New York
world telegram] c1946.

clipping.

Print.

© 7-25-46; 2 c 7-30-46; New York;
KK 5108.

cf 8-20-46

BEST AND COMPANY, INC. ©.

Leisure time; perfect for travel,
lounging at home ... (Misses' 3-
piece robe set) Sheet. © 11Aug49;
KK41205.

BEST AND COMPANY, INC. ©.

Leopard-printed rayon. (Misses'
robes) Clipping. © 25 Oct 48;
KK28430.

BEST AND COMPANY, INC.

Let Best's famous beauty salon
give you a years-younger look
with amazing Roux color shampoo.
cAdv. (In the New York times,
Apr. 26, 1953, p. 34) © Best &
Co., inc.; 26Apr53; B5-23900.

F

BEST AND COMPANY, INC., ©.

Let Best's give you lovelier haircolor
in just minutes with Roux color
shampoo. [Adv.] (In the New York
times, July 22, 1951, p. 7)
© 22Jul51; B5-18044.

July 22, 1951

1951

KK 8684

Best & company, incorporated, claimant

Let's get to work; Busy as beavers and so
sensibly dressed in the Liliputian bazaar's
sturdy playclothes. (Children's clothes)

[New York, Printed by New York herald tribune]
c1947.

clipping.

Print.

(C)lJan47; author, New York;
KK 8684.

elg3-3-47

KK 4125

Best & co., inc., claimant.

Let's get to work. (Tots play clothes)
[New York, Printed by New York sun]
cl946.

clipping.

Print.

© 6-12-46; 2 c 6-18-46; New York;
KK 4125.

cf 7-2-46

KK 4668

Best & co., inc., claimant
Let's play. (Women's playclothes)
[New York, Printed by New York times] c1946.
clipping.

Print.

© 6-23-46; 2 c 7-10-46; New York;
KK 4668.

mgc 7-30-46

BEST AND COMPANY, INC. ©.

Lewispun. (Misses coat) Clip-
ping. © 60ct48; KK28178.

BEST AND COMPANY, INC. ©.

Lewispun. (Misses' suit) Clipping.

© 7Jan49; KK31675.

KK 3205

Best & co., inc., claimant.

Lewis spun go-everywhere short coat.
(Womens coat) [New York, Printed by
New York times] © 1946.

clipping.

Print.

© 5-9-46; 2c 5-13-46: New York;
KK 3205.

5-30-46 rs

KK 8401

Best & company, inc., claimant.

Lewis spun Nada suit success. (Misses
suit) [New York, Printed by New York
herald tribune] c1947.

clipping.

Print.

© 10Jan47; author, New York; KK 8401.

afp 27Feb47

KK 5960

Best & co., inc., claimant
Lewispun outfits. (Girls' coat and hat)
[New York, Printed by New York times] cl946.
clipping.

Print.

(c) 8-25-46; 2 c 9-4-46; New York; KK 5960.

mgo 10-31-46

BEST AND COMPANY, INC. ©.

Lewispun star. (Misses' suit and
matching coat) Clipping.

© 12Apr49; KK36455.

BEST AND COMPANY, INC. ©.

Lewispun tweed. (Girls' clothes)

Clipping. © 12Mar48; KK21771.

BEST AND COMPANY, INC. ©.

Lewispun tweed. Lewispun's an old favorite with Best customers who choose it ... (Misses' coat, suit and hat) Sheet. © 9Sep49; KK41207.

BEST AND COMPANY, INC. ©.

Lewispun tweed. (Teen's coats)

Clipping. © 150ct48; KK28193.

BEST AND COMPANY, INC. ©.

Lewispun tweed; another Best exclusive worn by thousands of young-minded women. (Misses' clothes)
Clipping. © 18Jan48; KK19965.

BEST AND COMPANY, INC. ©.

Lewispun tweed another Best exclusive worn by thousands of young-minded women. (Misses' clothes) Clipping. © 25Jan48;
KK19975.

BEST AND COMPANY, INC. ©.

Lewi spun tweed, appropriate for so
many of the activities. (Misses'
suits and coats) Clipping.

© 3Mar49; KK34263.

Best & co., inc., claimant.

... *Lewispun tweed. (Children's clothes)

[New York, Printed by N. Y. world-telegram] c1947.
clipping.

Print.

At head of title: Practical mothers ...

(C) author, New York; 28Feb47; KK11062.

elg 4-4-47

BEST AND COMPANY, INC. ©

Lewispun tweed. (Misses' clothes)

Clipping. © 17Feb48; KK21483.

BEST & CO., INC. ©, New York.
Lewispun tweeds. (Children's
clothes) © 21Sep47; KK17431.

BEST & CO., INC. ©, New York.

Lewispun tweeds. (Misses' clothes)

© 5 Oct 47; KK17303.

Best & co., inc., claimant.

...*Lewispun tweeds. (Misses suits and coat)
[New York, Printed by N. Y. journal American] c1947.
clipping.

Print.

At head of title: Why are Best's ...

©author, New York; 27Feb47; K1105S.

elg 4-4-47

BEST AND COMPANY, INC. ©.

Lewispun tweeds - they're feeling as
smart as they look. (Young girls'
suit and coat) Clipping.

© 17Mar49; KK34276.

BEST AND COMPANY, INC.

Lewis puns, it's our very own. Crisp
fabrics at low prices. (Children's
and Misses' clothes) Clipping.

© 18Mar49; KK34279.

BEST & COMPANY, INC. ©.

Life in the nursery. (Infants' layette and furniture) Clipping.
© 14Apr48; KK22533.

BEST AND COMPANY, INC. ©.

A lift for winter spirits, felts, in
pastels or dark colors laden with
lilacs. (Misses' hats) Clipping.

© 2Jan43; KK19679.

BEST AND COMPANY, INC. ©

Light and shadow. Winter pastels.

Bedjacket ... (Misses' bag, bed-
jackets and dress) Sheet. © 9 Dec 49;
KK44632.

JAN 20 1950

BEST AND COMPANY, INC. ©

A light-hearted print is the traditional approach to spring. (Misses' dresses) Clipping. © 19Feb48;
KK21477.

BEST AND COMPANY, INC. ©.

Light touch. White, pink or beige
straw cloth. (Misses' hat) Sheet.

© 10Nov49; KKL43460.

KK 9176

Best and company, inc., claimant

Lightweight and warm; girls' snowsuits of
wind-and-water resistant cotton poplin, warmly
lined. (Girls' snowsuits) [New York,
Printed by New York world-telegram] c1946.
clipping.

Print.

(c) 10-9-46; 2 c 10-17-46; New York; KK 9176.

mgo 1-7-47

KK 9180

Best and company, inc., claimant

Lightweight and warm; girls' snowsuits of wind-
and-water resistant cotton poplin, warmly lined.

(Girls' snowsuits) [New York, Printed by
New York times] cl946.

clipping.

Print.

(c) 10-11-46; 2 c 10-17-46; New York; KK 9180.

mgo 1-7-47

BEST AND COMPANY, INC. ©.

Lightweight, but firm ... girdles
and panty girdles. (Misses'
girdles) Clipping. © 20 Sep 48;
KK27065.

BEST AND COMPANY, INC. ©.

Lightweight woolens. (Misses'
dresses) Clipping. © 130ct48;
KK28184.

BEST AND COMPANY, INC. ©

The lilac hat, 25.00. (Misses' hat)
Clipping. © 10Mar49; KK33966.

BEST AND COMPANY, INC. ©.

Lilac-trimmed Balibuntls. (Misses' hats) Clipping. © 27 Feb 48; KK21467.

BEST AND COMPANY, INC. ©

Lili handmade slip. Shirtmakers.

(Misses' dresses & slip) Clipping.

© 160ct47; KK18415.

Best & co., inc., claimant.

*Lili handmades Best's lovely exclusives in two adorable cottons..at the *Liliputian bazaar. (Children's dresses) [New York, Printed by New York herald tribune] c1947.

clipping.

Print.

© author, New York; 13Feb47;
KK10925.

pam 4-1-47

KK 6050

Best & co., inc., claimant.

Lili pure silk hand-mades exclusive
with Best's [and] She mixes or matches
her good wool separates. (Ladies lin-
gerie and girls separates) [New York,
Printed by New York herald tribune] cl946.
clipping.

Print.

Appl. title: ... Good wool separates.
© 9-5-46; 2 c 9-12-46; New York;
KK 6050.

zcr 10-24-46

BEST AND COMPANY, INC. ©

The Liliputian bazaar. (Baby's
clothes) Clipping. © 18Sep47;
KK17423.

BEST AND COMPANY, INC. ©.

Liliputian bazaar. (Children's outfit) Clipping. © 2 Sep 48;
KK26769.

BEST AND COMPANY, INC. ©.

Liliputian Bazaar. (Children's
dresses) Clipping. © 27 Oct 48;
KK28421.

BEST AND COMPANY, INC. ©.

Liliputian bazaar. (Children's
shawl) Clipping. © 22 Oct 47;
KK18409.

BEST AND COMPANY, INC. ©.

Liliputian bazaar. (Children's suit)

Clipping. © 10ct47; KK17307.

BEST AND COMPANY, INC. ©.

Liliputian Bazaar. (Child's suit)

Clipping. © 23Jun48; KK24758.

BEST AND COMPANY, INC. ©.

Liliputian bazaar. (Child's suit)

Clipping. © 12Nov47; KK18568.

KK 1241

Best & co., inc., claimant.

Liliputian bazaar. Cribs are made of hard wood ... New spring frock with tucked waistline. (Misses dress & baby cribs) [New York, Printed by New York herald tribune] cl946.

Clipping.

Print.

(c) 2-15-46; 2 c 6-5-46; New York; KK 1241.

AFP 6-18-46

BEST AND COMPANY, INC. ©.

Liliputian Bazaar. (Girls' dress)

Clipping. © 5Jan49; KK31674.

BEST AND COMPANY, INC. ©

Liliputian Bazaar. (Girls' pina-
fores) Clipping. © 24 Jun 48;
KK24753.

BEST AND COMPANY, INC. ©

Liliputian bazaar. (Infant's quilt)

Clipping. © 8 Oct 47; KK17299.

BEST AND COMPANY, INC. ©.

Liliputian Bazaar. (Infants' set)

Clipping. © May 48; KK23125.

BEST AND COMPANY, INC. ©.

Liliputian bazaar. Sapphire sheers.

(Child's suit; Misses' stockings)

Clipping. © 22Sep47; KK17434.

BEST AND COMPANY, INC. ©.

Liliputian Bazaar. (Young girls' sun
dress) Clipping. © 27 May 49;
KK37145.

BEST AND COMPANY, INC. ©.

Liliputian Bazaar aids. (Baby's
furniture) Clipping. © 27 Jul 48;
KK25391.

Best & company, inc., claimant.

The Liliputian bazaar certainly
knows its children's coats [and]
fresh, young appeal in shantung straws.
(Children's coats and misses' hats)
[New York, Printed by New York times]
c1947.

clipping.

Print.

© Best & co., inc., New York;
26Mar47; KK11412.

afp 16^{Apr}47

KK 6411

Best & co., inc., claimant

Liliputian bazaar coat sets have an air
all their own [and] New shipment - Kislav
gloves from France. (Tots' coat sets and
women's gloves) [New York, Printed by
New York times] c1946.

clipping.

Print.

③ 9-22-46; 2 c 10-2-46; New York;
KK 6411.

mgc 11-15-46

BEST AND COMPANY, INC. ©.

Liliputian Bazaar coat sets are
tailored two ways. (Children's
clothes) Clipping. © 26 Sep 48;
KK27519.

KK 2913

Best & co., inc., claimant

The Liliputian bazaar does such charming things with fine cottons [and] good wool separates in gray flannel. (Tots' dresses and misses' separates) [New York, Printed by New York herald-tribune] c1946.

clipping.

Print.

Application title: Fine cottons - good wool separates in gray flannel.

© 4-17-46;

KK 2913.



2c 5-3-46; New York;

mgc 6 7-46

BEST AND COMPANY, INC. ©.

Liliputian Bazaar exclusive. (Girl's
pinafore) Clipping. © 11Jul48;
KK25136.

BEST AND COMPANY, INC. ©.

Liliputian Bazaar Glenconners.

(Children's outfits) Sheet.

© 6Sep49; KK40783.

BEST AND COMPANY, INC. ©.

The Liliputian Bazaar's fine furniture. Chambray dresses. (Infants' furniture, misses' dresses) Clipping. © 16 May 48; KK23369.

KK 828

Best & co., inc., claimant.

The Lilliputian bazaar furnishes the
nursery. (Baby furniture and clothes)
[New York, N. Y. times] cl946.
clipping.

Print.

© 1-27-46; 2 c 2-3-46; New York;
KK 828.

mgc 4-8-46

KK 3084

Best & co., inc., claimant

The Liliputian bazaar has a way with
pinafores. (Tots' pinafores) [New York,
Printed by New York times] c1946.
clipping.

Print.

© 4-30-46; 2 c 5-7-46; New York;
KK 3084.

mgc 5-29-46

Best & co., inc., claimant.

The *Liliputian bazaar has so many new spring coats. (Childrens clothes) [New York, Printed by New York herald tribune] c1947.

clipping.

Print.

© Best & co., inc., New York; 9Mar47; K11279.

elg 49-47

BEST AND COMPANY, INC. ®.

The Liliputian Bazaar has so many
pretty ways to keep baby snug.

Wool jersey success dresses - just
the thing for cold weather.

(Misses' dresses and infants'
wrappers) Sheet. ® 3Nov49;
KK44567.

JAN 19 1950

BEST AND COMPANY, INC. ©.

The Liliputian Bazaar is chock full
of corduroy. (Children's clothes)
Clipping. © 8Feb48; KK20609.

KK 9896

Best & co., inc., claimant.

The Lilliputian bazaar is famous
for cotton knits. (Children's clothes)
[New York, Printed by New York herald
tribune] c1946.

clipping.

Print.

© 12-5-46; 2 c 12-13-46; New York;
KK 9896.

zcr 1-17-47

KK 9666

Best and company, inc., claimant.

The Liliputian bazaar is famous for
cotton knits [and] Give her a Royal robe
of wool flannel. (Children's cotton
knits and misses' robe) [New York,
Printed by New York times] c1946.

clipping.

Print.

© 11-17-46; 2 c 11-20-46; New York;
KK 9666.

pam 2-1-47

KK 8105

Best & co., inc., claimant.

The Liliputian bazaar is famous for cotton knits; Mothers like the way they are cut, the firm knit and the inner waistband that helps them keep their shape. (Children's cotton knit suits) [New York, Printed by New York world telegram] c1946.

clipping.

Print.

© 12Dec46; 2c 16Jan47; author, New York; KK 8105.  pam 2-8-47

BEST AND COMPANY, INC. ©.

Liliputian Bazaar - our popular
exclusive, the British Glenconner.
(Children's clothes) Sheet.

© 25Oct49; KK42734.

KK 5107

Best & co., inc., claimant.

Liliputian bazaar pastel cottons are
almost as adorable as their young wearers.
(Tot's dresses) [New York, Printed by
New York times] cl946.

clipping.

Print.

© 7-25-46; 2 c 7-30-46; New York;
KK 5107.

cf 8-20-46

KK 470

Best & co., inc., New York, claimant.

The Liliputian bazaar presents new dresses
for little girls. (Little girls dresses) [New
York, Printed by New York times] *1946.
clipping.

Print.

c) 1-15-46; 2 c 1-20-46; KK 470.

mrm 4-3-46

BEST AND COMPANY, INC. ©.

The Liliputian Bazaar puts bright
touches on white. (Children out-
fits) Clipping. © 16Jun49;
KK37790.

Best & company, inc., claimant.

The Liliputian bazaar puts little
girls and boys in wool flannel. (Child-
ren's clothes) [New York, Printed by
New York world-telegram] cl947.
clipping.

Print.

© Best & co., inc., New York;
19Mar47; KK11640.

afp 21Apr47

KK 9177

Best and company, inc., claimant

The Liliputian bazaar recommends weather-resistant cotton, wool-lined, for little boys' snowsuits. (Boys' snowsuits) [New York, Printed by New York herald tribune] c1946.
clipping.

Print.

(c) 10-10-46; 2 c 1-17-46; New York; KK 9177.

mgc 1-7-47

KK 1239

Best & co., inc., claimant.

Liliputian bazaar regulation reefers stress
fine wool fabric. (Little girls' coats & little
boys' coats) [New York] Printed by N. Y. herald
tribune] cl946.

clipping.

Print.

© 2-14-46; 2 c 2-17-46; New York;
KK 1239.

vf 5-7-46

Best & company, inc., claimant.

The Liliputian bazaar says..cotton,
of course..for some of its loveliest new
dresses [and] Skirts circle out with
new sweeping grace. (Misses dresses
and children's dresses) [New York,
Printed by New York sun] c1947.

clipping.

Print.

© Best & co., inc., New York;
20Mar47; KK11645.

afp 21Apr47

BEST AND COMPANY, INC. ©.

THE LILIPUTIAN BAZAAR shows how to
make life with baby easy and fun.
(Infants' furniture) Clipping.

© 12Aug48; KK26021.

BEST AND COMPANY, INC. ©.

Liliputian Bazaar snow suit success.

(Children's snow suit) Sheet.

© 14 Nov 49; KKL43973.

BEST AND COMPANY, INC. ©.

The Liliputian Bazaar snow suits.

(Children's snow suits) Clipping. -

© 9 Dec 48; KK30705.

KK 2882

Best & co., inc., claimant

Liliputian bazaar sweaters are made
of fine wool - beautifully detailed
[and] spring classic of Lewispun.

(Babys' sweaters and misses' suit)

[New York, Printed by New York times]
c1946.

clipping.

Print.

© 3-29-46; 2 c 5-3-46; New York;
KK 2882.

mgc 6-7-46

BEST AND COMPANY, INC. ©

The Liliputian Bazaar. (Tots' dresses) Clipping. © 17 Nov 48;
KK29284.

KK 8870

Best and company, inc., claimant.

Liliputian bazaar wools sold separately .. worn together .. to make attractive and practical outfits. (Children's separates) [New York, Printed by New York journal American] cl947.

clipping.

Print.

© 20Jan47; author, New York; KK 8870.

afp 27Feb47

Best & co., inc., claimant.

The Lilliputian bazaar's cotton knits.
(Children's clothes) [New York, Printed
by N. Y. sun] cl947.
clipping.

Print.

© Best & co., inc., New York; 6Aug47;
KK15157.

22Aug47 rs

KK 10795

Best & co., inc., claimant.
The *Liliputian bazaar's cotton
knits ... (Children's cotton knits)
[New York, Printed by New York world-
telegram] © 1947.
clipping.

Print.
© author, New York; 5Feb47;
KK 10795.

vm 3-18-47

BEST & CO., INC., New York.

The Liliputian bazaar's cotton
knits [and] Everyone loves
our cotton corduroy jumper.
(Children's clothes, misses'
dress) Clipping. © 14 Aug 7;
KK15634.

Best & company, inc., claimant.

The Liliputian bazaar's cotton knits
have a well-earned fame. (Children's
clothes) [New York, Printed by New
York journal American] c1947.
clipping.

Print.

© Best & co., inc., New York;
20Mar47; KK11644.

afp 21Apr47

KK 8359

Best & co., inc., claimant.

The Liliputian ~~bazaar's~~ cottons have such a
busy time. (Children's cotton dresses) [New
York, Printed by New York herald tribune] cl946.
clipping.

Print.

© 18Dec46; 2c 6Jan47; author, New York;
KK 8359.

lg 2-7-47

BEST & CO., INC., New York.

The Liliputian bazaar's famous
corduroys [and] Consider the
romance of rustling rayon
moiré. (Misses' dress and
child's clothes) Clipping.

© 21Aug47; KK15628.

BEST AND COMPANY, INC. ©

The Liliputian Bazaar's 3-in-1 petti-
coat dresses. (Girls' dresses)
Sheet. © 24Aug49; KK40417.

BEST AND COMPANY, INC. ©.

Liliputian gift Bazaar. [Baby wear-
ing coat and bonnet, sitting with
arm raised] (Infants' coat set)
Clipping. © 17Dec48; KK31074.

BEST AND COMPANY, INC. ©.

The Liliputian gift bazaar. (Children's clothes) Clipping. © 23 Nov 47;
KK20599.

BEST AND COMPANY, INC. ©.

The Liliputian gift Bazaar. (Children's furniture and toys) Clip-
ping. © 7 Dec 48; KK30701.

BEST AND COMPANY, INC. ©

The Liliputian gift Bazaar. A floating dance frock. (Children furniture. Misses' gowns) Clipping.

© 19 Dec 48; KK31063.

Best & co., inc., claimant.

Linen shirtmaker [and] Cotton house-coat. (Misses' clothes) [New York, Printed by N. Y. herald tribune] cl947.
clipping.

Print.

© Best & co., inc., New York; 20Jun47;
KK14412.

15Aug47 rs

BEST AND COMPANY, INC. ©.

Lingerie by Saab. (Misses' lingerie) Clipping. © 200ct48;
KK28198.

BEST AND COMPANY, INC. ©.

Lipstick bouquet. A bouquet ...

which holds a quartet of lipsticks
in the most popular Revlon shades.

The no. 1 Christmas gift - spe-
cialists to young men. (Cosmetics
and men's gift suggestions) Sheet.

© 1 Dec 49; KK44437.

JAN 17 1950

BEST AND COMPANY, INC. ®.

Little boy shorts! Girls' bathing
suit special! 3.95 regularly 5.95.
Sheet. ® 29Jun49; KK38482.

BEST AND COMPANY, INC. ©.

Little boy shorts. (Girls' play outfit) Clipping. © 10Jun49; KK37798.

BEST AND COMPANY, INC. ©.

Little dress-up velours. Separates.

Soft black suede. (Misses' hats and
clothes. Shoes) Clipping. © 12Nov
47; KK18582.

BEST AND COMPANY, INC. ©.

A little felt, a lot of veil.

(Misses' hats) Clipping.

© 40ct48; KK27717.

BEST AND COMPANY, INC. ©.

The little felt hat. (Misses' hats)

Clipping. © 19Jan49; KK31700.

BEST AND COMPANY, INC. ©.

Little girl collar. (Misses' dress-
es) Clipping. © 22 Oct 47; KK18430.

KK 3663

Best & co., inc., claimant.

Little girl playclothes. (Womens
playclothes) [New York, Printed by New
York sun] © 1946.

clipping.

Print.

© 5-23-46; 2c 5-28-46; New York;

KK 3663.

6-14-46 rs

KK 3209

Best & co., inc., claimant.

Little girl ruffles new for summer
play. (Womens playsuit) [New York,
Printed by New York journal American]
© 1946.

clipping.

Print.

© 5-10-46; 2c 5-13-46; New York;
KK 3209.

5-30-46 rs

BEST AND COMPANY, INC. ©.

The little hat. Harris tweed. (Misses' hat and boy's suit) Clipping.
© 24 Oct 47; KK18544.

BEST AND COMPANY, INC. ©.

The little hat. New flare. (Misses' hat and girl's set) Clipping. ©
31 Oct 47; KK18553.

BEST AND COMPANY, INC. ©.

The little hat seen everywhere is,
most likely, velveteen. Sheet.

© 20Jul49; KK39489.

BEST AND COMPANY, INC. ©.

Little hats for midsummer. (Misses' hats) Clipping. © 8Jul48;
KK24919.

KK 2894

Best & co., inc., claimant

A lively trio of Young cosmopolitan
wools perfect for Easter. (Young
cosmopolitans suit and coat) [New York,
Printed by New York world telegram]
cl946.

clipping.

Print.

© 4-5-46; 2 c 5-3-46; New York;
KK 2894.

mgc 6-7-46

KK 4128

Best & co., inc., claimant.

Long and cool to wear with short
sleeves. (Women's gloves) [New York,
Printed by New York sun] cl946.
clipping.

Print.

© 6-13-46; 2 ■ 6-18-46; New York;
KK 4128.

cf 7-2-46

Best & co., inc., claimant.

The long and short of it in our
quilted Neda robe. (Misses' robe)
[New York, Printed by N. Y. world-tele-
gram] c1947.
clipping.

Print.

© Best & co., inc., New York;
12Aug47; KK15167.

22Aug47 rs

BEST AND COMPANY, INC. ©.

A long-sleeved gown. A wonderful
Christmas gift. (Misses' gowns and
separates) Clipping. © 16 Dec 48;
KK31056.

BEST & CO., INC., New York.

Longer lines and gently nipped
waist on gray flannel [and]
Best's new exclusive—Sutton
tweed. (Children's clothes)
Clipping. © 12Sep47; KK16146.

BEST AND COMPANY, INC. C.

Look, a petticoat dress, fair
priced 7.95. (Girls' dress)
Sheet. C 28Nov49; KK43983.

BEST AND COMPANY, INC. ©.

Look like a storybook heroine in our
hooded corduroy coat. (Misses' coat)
Clipping. © 21Jan48; KK20206.

BEST AND COMPANY, INC. ©.

Look! no pins, just hooks and eyes.

(Infants' pants) Sheet.

© 2Jun49; KK38479.

BEST AND COMPANY, INC. ©.

The look of luxury. High fashion at
low cost ... (Misses' dresses)
Sheet. © 220ct49; KK42741.

KK 6562

Best & co., inc., claimant

Look tall and slim in this dramatic new evening dress [and] Lightweight and warm girls' snowsuits ... (Women's evening dress and girls' snow suit) [New York, Printed by New York times] c1946.

clipping.

Print.

⑥ 10-4-46; 2 c 10-8-46; New York;
KK 6562.

mgc 11-27-46

BEST AND COMPANY, INC. ©

Looks like spring - this teen bolero.

Trench coat of tan hurricane cloth.

(Misses' raincoat and girls' suit)

Clipping. © 11Mar49; KK33982.

WEST AND COMPANY, INC. ©.

Lots of separates - the closed opera
pump. (Misses' casual clothes and
shoes) Sheet. © 190ct49; KK42735.

BEST AND COMPANY, INC. ©.

Loungers. (Misses' sweater and
slacks. Clipping. © 100ct148;
KK28429.

A5 308.

Best & co., inc., claimant.

Loveliness for the New Year, the
young gamine, soft, simple, refreshing.
(In Cue, New York, Manhattan ed.

1-5-46, p. 5)

Advertisement.

© 1-5-46; 1 c 1-15-46; New York;
A5 308.

MSH 2-25-46

BEST AND COMPANY, INC. ©

Lovely, cool summer nightgowns.

Clipping. ① 13 May 48; KK23368.

BEST AND COMPANY, INC. ©.

Lovely for Christmas-munrospun sweat-
ers. Party frocks. (Misses' sweat-
ers, children's dresses) Clipping.

© 7Nov48; KK29046.

Best & co., inc., claimant.

... Lovely hand mades. (Baby's clothes)
[New York, Printed by N. Y. times] c1947.
clipping.

Print.

At head of title: When it's dress-up time for
baby, ...

(C)author, New York; 27Feb47; K11058.

elb 4-4-47

BEST AND COMPANY, INC. ©

Lovely lingerie, a charming hostess
gown ... Camel hair. Snow suit.

(Misses' lingerie, coat and girls'
snowsuit) Sheet. © 11Dec49;
KK44633.

JAN 20 1950

BEST AND COMPANY, INC. ©.

Lovely lingerie, a charming hostess
gown; Our Nada bag suits every lady;
Intoxication by D'Orsay. (Misses'
lingerie, bags, perfume) Sheet.
© 4 Dec 49; KK44417.

JAN 17 1950

BEST AND COMPANY, INC. ©.

Lovely lingerie delights every
woman ... Fragile as a moon-
beam, romantic as stardust ...
(Misses' lingerie and evening
gowns) Sheet. © 20Nov49;
KK143968.

BEST AND COMPANY, INC. ©

Lovely midwinter felts. (Misses'
hats) Clipping. © 18Nov48;
KK29282.

BEST AND COMPANY, INC. ©.

A lovely rayon crepe slip. (Miss-
es' lingerie) Clipping.
© 6 Dec 48; KK30699.

BEST AND COMPANY, INC. ©.

Lovely rayon lace. (Misses' bridal
gown) Clipping. © 4May49; KK36437.

BEST AND COMPANY, INC. ©.

Low-priced classic hand-smocked only
5.95. (Tots' dresses) Sheet.

© 28Nov49; KK44444.

JAN 23 1950

23 1950

BEST AND COMPANY, INC. ©.

Lower prices now on French Kislaw
gloves. Crisp two-piece cottons.
(Misses' gloves & dresses) Clip-
ping. © 19Feb48; KK21475.

BEST & CO., INC., New York.

M-m-m-m-m, bare shoulders,

ballerina skirts, Best's Young
cosmopolitan dresses. Clipping.

© 12Sep47; KK16153.

BEST AND COMPANY, INC. ©

Mabs girdles for comfortable control.

A little girl ... corduroy. (Misses' girdle and children's and dolls outfits) Sheet. © 30Aug49; KK40404.

BEST AND COMPANY, INC. ©.

Mackinaws. (Boys' clothes) Clipping.

© 19Sep47; KK17430.

BEST AND COMPANY, INC. ©.

Made for long, hard wear, corduroys.

(Boys' clothing) Clipping. © 13Feb
48; KK20614.

BEST AND COMPANY, INC. ©.

Make hers a white Christmas with
capeskin-finished lambskin gloves.
Clipping. © 23 Dec 48; KK31293.

Best & Co., inc.
Make it a white Christmas with our
Nada blouse. (Misses' blouse)
© 1 Dec 47; KK19249.

Best & Co., inc.

BEST AND COMPANY, INC. ©

Make your Christmas greeting a Lin-
Bren Carryall and know you've
chosen well. Sheet. © 11Dec49;
KK44649.

JAN 20 1950

KK 1471

Best & co., inc., claimant.

Marel's short nightshirt. (Misses nightshirt)
[New York, Printed by New York sun] cl946.

Clipping.

Print.

(c) 2-19-46; 2 c 3-3-46; New York; KK 1471.

AFP 4-24-46

KK 9175

Best and company, inc., claimant
Martinique black suede pumps [and]
Young peplum suit; in wool serge. (Women's
shoes and women's suit) [New York, Printed
by New York sun] c1946.
clipping.

Print.

(c) 10-8-46; 2 c 10-17-46; New York; KK 9175.

mgc 1-7-47

BEST AND COMPANY, INC. ©.

Martinique pumps, slim and graceful
in navy or black suede. (Misses'
shoes) Sheet. © 2Aug49; KK39328.

KK 9656

Best and company, inc., claimant.
Martinique's black suedes. (Misses' shoes) [New York, Printed by New York journal American] c1946.
clipping.

Print.

© 11-13-46; 2 c 11-20-46; New York;
KK 9656.

pam 2-1-47

BEST AND COMPANY, INC. ©.

Matched loveliness. (Misses' gown
and slip) Clipping. © 1 Dec 48;
KK30678.

BEST AND COMPANY, INC. ©.

Maternity dress. Dark felt. String
gloves. (Misses' dress and hats.
Gloves) Clipping. © 5Nov47;
KK18577.

BEST AND COMPANY, INC. ©.

Maternity dress; pure silk, the back-ground green or terra cotta. Sheet.

© 31May49; KK37888.

BEST AND COMPANY, INC. ©.

Maternity dress. Sapphire sheers.

(Misses' dress and stockings)

Clipping. © 11May48; KK23133.

Best & co., inc., claimant.

Maternity dress [and] Summer suede.
(Misses' dress and shoes) [New York,
Printed by N. Y. sun] cl947.
clipping.

Print.

© Best & co., inc., New York;
30 Jun 47; KK11418.

5 Aug 47 rs

BEST AND COMPANY, INC. ©.

Maternity frock, a tucked yoke and
twinkling buttons. Gloves with hand-
crocheted detail. Sheet.

© 22Jun49; KK38470.

BEST AND COMPANY, INC. ©.

Maternity print; buttons on the bodice
and sleeves. (Misses' dress)
Sheet. © 3Feb50; KK47092.

APR 13 1950

BEST AND COMPANY, INC. ©

Melusine. Imported fabric, velvet
soft. (Misses' hat) Sheet.

© 27 Sep 49; KK 1361.

BEST AND COMPANY, INC. ©.

Men's Botany "500" worsteds [and]

The blouse-and-skirt is perfect for
teens. (Young men's suit and girl's
dress) © 21Nov47; KK18924.

BEST AND COMPANY, INC. ©

Men's pure worsteds. (Men's suit)

Clipping. © 16Jan48; KK19968.

BEST AND COMPANY, INC. ©.

Men's pure worsteds. (Men's suit)

Clipping. © 8 Oct 48; KK27723.

BEST & COMPANY, INC. ©.

Men's pure worsteds. Special little
coats in three-quarter length.
If you're looking for a shortie
coat. Clipping. © 9Apr48;
KK22519.

BEST AND COMPANY, INC. ©

Men's pure worsteds only 60.00.

(Men's suits) Clipping. ©

9Jan48; KK19689.

BEST AND COMPANY, INC. ©.

Men's tuxedos. Sapphire sheers.

(Men's clothing. Misses' stockings)

Clipping. © 29Nov48; KK30538.

BEST AND COMPANY, INC. ©

Men's worsted suits. (Men's suits &
coats) Clipping. © 6 Nov 47; KK18578.

BEST AND COMPANY, INC. ©.

Menswear worsted has become a
feminine standby. (Misses'
suit) Clipping. © 6Jan48;
KK19684.

BEST AND COMPANY, INC. ©.

The merest suggestion of control.

(Misses' lingerie) Clipping.

© 29Apr49; KK36070.

BEST AND COMPANY, INC. ©.

Merry Christmas from you to you:
buy yourself a new hat. ✓ (Misses'
hats) Sheet. © 20 Dec 49; KK46227.

R
MAR - 7 1950

KK 4258

Best & co., inc., claimant.

Midriff pajamas by Marel. (Womens
pajamas) [New York, Printed by New
York journal American] cl946.

clipping.

Print.

© 6-19-46; 2 c 6-26-46; New York;
KK 4258.

cf 7-9-46

BEST AND COMPANY, INC. ©.

Midriff sun suit. (Child's sun suit)
Clipping. © 1Jul48; KK24914.

BEST AND COMPANY, INC. ©

Midseason hat flattery. (Misses' hats) Clipping. © 14 July 48;
KK25143.

KK 5616

Best & co., inc., claimant.

Midsummer black for young cosmopolitans. (Young cosmopolitans' dress) [New York, Printed by New York journal American] c1946.

clipping.

Print.

© 7-31-46; 2 c 8-21-46; New York;
KK 5616.

zcr 9-30-46

BEST AND COMPANY, INC. ©.

A mid-summer dream. (Children's summer dresses) Clipping. © 29May49;
KK37141.

BEST & COMPANY, INC. ©.

A midsummer permanent. [Adv.] (In
The New York sun, July 11, 1949,
p. 3) © 11Jul49; B5-10450.

BEST & COMPANY, INC. ©

Midsummer permanent from 16.50

in Best's air-conditioned beauty
salon. [Adv.] (In New York Sun,
July 12, 1948, p. 5) © 12Jul48;
B5-6390.

KK 8361

Best & co., inc., claimant.

Miniature check for new wool separates.
(Misses suit) [New York, Printed by New York
world telegram] cl946.

clipping.

Print.

© 19Dec46; 2c 6Jan47; author, New York;
KK 8361.

lg 2-7-47

KK 8689

Best & company, incorporated, claimant.

Miniature check for new wool separates; The longer jacket looks new, is both smart and becoming ... (Misses suit) [New York, Printed by New York journal American]c1947.
clipping.

Print.

© 3Jan47; author, New York;

KK 8689.

elg3-3-47

KK 9235

Best and company, inc., claimant.

Mink bow on a smart winter coat [and]
Winter-blooming flowers [and] Ready for one of
the day's most appealing interludes .. in
warm robes .. (Women's coat, women's hats and
tots' robes) [New York, Printed by New York sun]
c1946.

clipping.

Print.

© 10-23-46; 2 c 10-30-46; New York KK 9235.

pam 1-22-47

KK 4679

Best & co., inc., claimant.

Miss Collegiate midriff pajamas.
(Women's pajamas) [New York, Printed by
New York journal American] cl946.
clipping.

Print.

© 7-2-46; 2 c 7-10-46; New York;
KK 4679.

cf 8-12-46

KK 203

Best & co., inc., claimant.

Mistysheer rayon by Everfast.
(Misses dress) [New York, Printed by
New York herald tribune] © 1946.

clipping.

Print.

© 1-2-46; 2c 1-10-46; New York;

KK 203.

3-21-46 rs

BEST AND COMPANY, INC.

Mr. Gibson's glamour-girl. cAdv.3

(In the New York times, Mar. 11,
1952) © Best and Co., inc.;
11Mar52; B5-20507.

KK 9887

Best & co., inc., claimant.

Mittens and gloves children's gifts
of soft, warm wool. (Children's gloves)
[New York, Printed by New York times]
c1946.

clipping.

Print.

© 12-3-46; 2 c 12-13-46; New York;
KK 9887.

zcr 1-17-47

KK 9638

Best and company, inc., claimant.
Mittens and gloves; children's gifts
of soft, warm wool. (Children's gloves)
[New York, Printed by New York world
telegram] cl946.
clipping.

Print.
© 11-20-46; 2 c 12-2-46; New York; KK
9638. pam 1-31-47

BEST AND COMPANY, INC. ©.

Model-T linen duster. (Misses' linen
duster) Clipping. © 3Jun49;
KK37131.

BEST AND COMPANY, INC. ©.

The modern cinderella [and] It's
fun to buy a spring hat at Best's.
(Misses' dress and hats) Clip-
ping. © 21Mar48; KK24746.

BEST AND COMPANY, INC. ©.

"Modern Cinderella" dress. The
folding travel crib. Panamas.
Clipping. © 21Apr48; KK22924.

BEST AND COMPANY, INC. ©

Moormist. (Misses' stockings) Clip-
ping. © 24 May 48; KK23894.

BEST AND COMPANY, INC. ©.

More of our swim suit specials 7.95
regularly to 12.95. Sheet.

© 29Jun49; KK38483.

KK 2905

Best & co., inc., claimant

More of those girls' good separates
[and] alpaca for a fleecy classic.

(Girls separates - misses' coats)

[New York, Printed by New York herald-
tribune] c1946.

clipping.

Print.

© 4-12-46; 2 c 5-3-46; New York;
KK 2905.

mgc 6-7-46

KK 2900

Best & co., inc., claimant

More of those girls' good separates
[and] big Milans. (Girls' separates and
womens hats) [New York, Printed by
New York sun] cl946.

clipping.

Print.

© 4-10-46; 2c 5-3-46; New York;
KK 2900.

mgc 6-7-46

BEST AND COMPANY, INC. ©.

More of those wonderful Corduroy
jackets. (Boys' clothes) Sheet.
© 2 Dec 49; KK44424.

JAN 17 1950

KK 8696

Best & company, incorporated, claimant.

Morocco leather shoulder-strap bag; Such a
handsome gift it makes ... [and] Now.. for
Christmas giving.. her favorite raincoat and
reversible. (Misses handbag. Girl's reversible
coats) [New York, Printed by New York sun]c1946.
clipping.

Print.

(C) 12Dec46; author, New York;
KK 8696

elg 3-3-47

BEST AND COMPANY, INC. ©.

The most for your money. (Misses'
suits) Clipping. © 31Mar49;
KK36450.

BEST AND COMPANY, INC. ©

The most for your money, Lewispun
tweed. (Misses' coats and suits)
Clipping. © 24Feb49; KK33993.

Best & Co., inc.
Most popular, most sought-after, most
handsome Best's success coats.
(Misses' coats) ① 4 Dec 47; KK19253.

Best & Co., inc.

BEST AND COMPANY, INC. ©.

Most popular on campus ... our start-the-season wools. The pleated skirt. Sweaters. (Misses' dresses, skirt, blouse. Girls' outfit) Sheet.

© 4 Sep 49; KK40802.

BEST AND COMPANY, INC.

Mothers are looking younger every
year. (In New York world-tele-
gram and sun, Apr. 26, 1954,
p. 5) © Best & Co., inc.;
26Apr54; B5-27361.

Best and company, inc.

Mother's who know the Liliputian bazaar's
cotton knits ... [and] Cool city dresses.
(Children's clothes, misses' dresses)
[New York, Printed by N. Y. sun] cl947.
clipping.

Print.

Appl. titles: Cotton knits [and] Cool
city dresses.

© Best & co., inc., New York; 14^{May}47;
KK13618. elg 7-10-47

KK 9654

Best and company, inc., claimant.

Mouton-dyed lamb. (Misses' fur coat)
[New York, Printed by New York journal
American] cl946.

clipping.

Print.

© 11-8-46; 2 c 11-15-46; New York; KK
9654.

pam 2-1-47

BEST AND COMPANY, INC. ©.

Much fashion, little price, at Best's
teens corner. (Teens' dresses)
Sheet. © 24 Aug 49; KK40411.

BEST AND COMPANY, INC. ©.

Much style..little price for Best's
teen fashions. (Teen jumper,
blouse and dress) Sheet. © 1Sep49;
KK40795.

BEST AND COMPANY, INC. ©

Multicolored prints, cool and gay in
pure silk. Things they need ... Lil-
iputian Bazaar. (Misses' dresses;
children's sunsuits) Clipping. ©
24 May 48; KK23895.

KK 2926

Best & co., inc., claimant

Munro Zephyr summer tweed from Scotland.
(Women's suit) [New York, Printed by
New York times] c1946.

clipping.

Print.

© 4-24-46; 2 c 5-3-46; New York;
KK 2926.

mgc 6-11-46

BEST AND COMPANY, INC. ©.

Munrospun. (Misses' sweater set)

Clipping. © 15 Dec 48; KK31076.

KK 3660

Best & co., inc., claimant.

Munrospun cashmeres just landed from
Scotland! (Women's sweater) [New York,
Printed by New York herald tribune]

© 1946.

clipping.

Print.

© 5-22-46; 2c 5-28-46; New York;
KK 3660.

6-14-46 rs

BEST AND COMPANY, INC. ©

Munrospun shetland. (Misses' sweat-
ers and block, shampoo) Clipping.

© 3Feb48; KK20197.

BEST AND COMPANY, INC. ©.

Munrospun shetland sweaters. Girls'
coats. Clipping. © 10 Nov 47;
KK18581.

BEST AND COMPANY, INC. ©.

Munsingwear girdle. Clipping.

© 1Mar49; KK33449.

Best & co., inc., claimant.

Neda. (Misses' blouse) (New York,
Printed by N. Y. sun) cl947.
clipping.

Print.

© Best & co., inc., New York; 5Aug47;
KK15154.

22Aug47 re

BEST AND COMPANY, INC. ©.

The Nada bag. (Misses' handbag)

Clipping. © 9Dec48; KK30687.

BEST AND COMPANY, INC. ©.

The Nada bag. Best's British
sportswear shop. (Misses' bag
and clothes) Clipping.

© 100ct48; KK27725.

BEST AND COMPANY, INC. ©.

The Nada bag. Coat sets. (Misses'
bag. Children's coats) Clipping.
© 30ct48; KK27714.

BEST & CO., INC., New York.

Nada classics as Best's under-
stands them. (Misses' clothes)
Clipping. © 14 Aug 47; KK15635.

BEST AND COMPANY, INC. ©.

Nada eyelet cloche. (Misses' hats)

Clipping. © 13Mar49; KK34270.

Best & co., inc., claimant.

... Nada fashions. (Misses' clothes) [New York, Printed by N. Y. times] c1947.
clipping.

Print.

At head of title: Here they are ...

(C)author, New York; 23Feb47; KK 11052.

elg 4-4-47.

BEST AND COMPANY, INC. ©.

Nada flannel and Sutton tweed.

(Misses' separates) Sheet.

© 7Sep49; KK40785.

BEST AND COMPANY, INC. ©

Nada flannel and Sutton tweed; Best
exclusives and classic examples of
the separates that are fashion
classics. (Misses' separates)

Sheet. © 11Aug49; KK39565.

BEST AND COMPANY, INC. ©.

Nada flannels. (Misses' separates)

Clipping. © 16Jan49; KK32246.

BEST AND COMPANY, INC. ©.

Nada gloves. (Misses' gloves) Clip-
ping. © 5Apr49; KK35023.

BEST AND COMPANY, INC. ©

Nada gray flannels. Baby shirt. Pine
cottons. (Misses' suit. Children's
clothes) Clipping. © 29Sep47;
KK17421.

BEST AND COMPANY, INC. ©

Nada gray flannels. (Misses'
separates) Sheet. © 18Sep49;
KK42314.

BEST AND COMPANY, INC. ©

Nada gray flannels. (Misses' suit)

Clipping. © 25Nov47; KK20208.

BEST AND COMPANY, INC. ©.

Nada Gray flannels. Plaid cotton
knit. (Misses' suit. Children's
clothes) Clipping. © 19Aug48;
KK26172.

BEST AND COMPANY, INC. ©.

Nada gray flannels. Snow suits.

(Misses' suit. Girls and boys
clothes) Clipping. © 24 Oct 48;
KK28424.

BEST AND COMPANY, INC. ©.

Nada gray flannels. They'll be dry
when it rains and bright when it
shines. (Misses' suit. Girls'
raincoats) Clipping.

© 26Aug48; KK26777.

BEST AND COMPANY, INC. ©.

Nada hat. Blouse and skirt. (Misses' blouse and skirt; hat) Clipping.

© 25Sep47; KK17441.

BEST AND COMPANY, INC. ①

✓ Nada - our own gray flannels. ^{2 ✓} Special
value - imported kid gloves. White?
Of course. ✓✓ (Misses' suits and
gloves) Sheet. ① 29Jan50; KK46542.

MAR 20 1950

BEST AND COMPANY, INC. ©.

✓ Nada - our own gray flannels. The
classic jacket and kick-pleat
skirt ... ✓ A new print is low-
priced and pure silk. ✓ (Women's
suits & girls' dresses) Sheet.
© 20Jan50; KK46521.

MAR 20 1950

BEST AND COMPANY, INC. ©.

The Nada robe. Best's Easter cottons
for girls. (Misses' robe and girls'
dresses) Clipping. © 14Apr49;
KK35538.

Best & co., inc., claimant.

... Nada robe. Harris tweed. [and] New sheer
wools for spring. (Misses robe, mens' suit, misses
dresses) [New York, Printed by N. Y. sun] cl947.

clipping.

Print.

At head of 1st title: Here's our exclusive '47 ...

C author, New York; 27Feb47; K11060.

elg 4-4-47

BEST AND COMPANY, INC. ©.

Nada robe. (Misses' robe) Clipping.

© 5 Dec 48; KK31079.

BEST AND COMPANY, INC. ©.

The Nada robe. (Misses' robe) Clip-
ping. © 30Jan49; KK32260.

BEST AND COMPANY, INC. ©

The Nada robe, 16.95. (Misses' robe)
Clipping. © 2Mar49; KK33990.

BEST AND COMPANY, INC. ©.

✓ Nada robe - quilted for that cozy
feeling, in flower-sprigged white,
pink, blue or yellow rayon ...
(Misses' Nada robe) Sheet.

© 9 Dec 49; KK46251.

MAR - 7 1950

A5 4165

Best & co., inc., claimant.

Natural-looking curls, aren't they? It's our
soft lanolin permanent that does the trick.
(In New York sun, 9-23-46, p. 7)

Adv.

(c) 9-23-46; 1 c 10-2-46; New York; A5 4165.

afp 10-25-46

BEST AND COMPANY, INC. ©.

Natural or brown, prep school covert.

September calls for lightweight
wools. (Boys' suit. Misses' dress-
es) Sheet. © 25Aug49; KK40400.

BEST AND COMPANY, INC. ©.

Natural straw. Young Cosmopolitan
Shop. (Misses' hats and clothes)
Clipping. © 5Mar48; KK21779.

BEST AND COMPANY, INC. ©

Naturally, the lamp cut. [Adv.]

(In New York herald tribune,

Sept. 27, 1949, p. 5) © 27Sep49;

B5-11458.

BEST & COMPANY, INC. ©.

Naturally they come to Best's
Children's Barber Shop for those
smart Easter haircuts. [Adv.]
(In New York Journal American,
Apr. 4, 1949, p. 3) © Apr 49;
B5-9239.

BEST AND COMPANY, INC. ©.

Navy. (Misses' navy dresses) Clip-
ping. © 29Apr49; KK36061.

BEST AND COMPANY, INC. ©.

Navy-and-plaid for our teen chinchilla.
(Girls' jacket and skirt)
Clipping. © 9Sep48; KK27533.

BEST AND COMPANY, INC. ©.

Navy and white for his cool summer
suit. Sailing blues for durable
playclothes. Sheet. © 19May49;
KK37882.

BEST AND COMPANY, INC. ©.

Navy and white the Liliputian Bazaar's
little flocks. For summer coverage:
the cape stole. Transparent charm
for Young Cosmopolitans. (Gown)
Sheet. © 25May49; KK37887.

BEST AND COMPANY, INC. ©.

Navy blue suit. (Misses' suit)

Clipping. © 3Feb49; KK32257.

BEST AND COMPANY, INC. ©.

Navy chinchilla. (Young girls' coat
and skirt) Clipping. © 1939 p48;
KK29026.

BEST AND COMPANY, INC. ©.

Navy dresses. Clipping. © 8Mar48;
KK21778.

BEST AND COMPANY, INC. ©.

Navy for spring. (Misses' clothes)

Clipping. © 22 Feb 48; KK23912.

BEST AND COMPANY, INC. ©.

Navy for spring. (Misses' dresses)

Clipping. © 19Jan49; KK31694.

BEST AND COMPANY, INC. ©

Navy gabardine. (Misses' suit)

Clipping. © 10Mar48; KK21777.

BEST AND COMPANY, INC. ©.

Navy in winter. (Misses' clothes)

Clipping. © 2Jan48; KK19680.

BEST AND COMPANY, INC. ©.

Navy is a prime favorite. (Boys'
clothes and misses' dresses) Clip-
ping. © 27Mar49; KK34950.

KK 10793

Best & co., inc., claimant.

Navy looks new ... (Misses dresses)
[New York, Printed by New York journal
American] © 1947.

clipping.

Print.

© author, New York; 5Feb47;
KK 10793.

vm 3-18-47

KK 9173

Best and company, inc., claimant

Navy melton for the boys' regulation reefer
[and] Good value in these wool flannel slacks.
(Boys' reefer and women's slacks and shirt)
[New York, Printed by New York journal
American] c1946.

clipping.

Print.

10-4-46; 2 c 10-17-46; New York; KK 9173.

mge 1-7-47

BEST AND COMPANY, INC. ©.

Navy or navy-with-pink .. our new
teen suits. (Young girls' suits)
Clipping. © 4Mar48; KK21484.

BEST AND COMPANY, INC. ©.

The navy suit. (Misses' suits) Clip-
ping. © 3Apr49; KK35019.

BEST AND COMPANY, INC. ©.

Navy wool gabardine. (Misses' coat)

Clipping. © 30Mar49; KK35035.

Best & company, inc., claimant.

Nearly a million pairs sold, it's
that ounce of prevention and good common
sense that says..Best-flex. Encore!
Buccaneer. [and] It's our wonderful
lightweight glen plaid worsted.
(Misses suit and hat, children's shoes)
[New York, Printed by New York sun]
c1947.

clipping.

Print.

© Best & co. inc., New York;
19Mar47; © KKli641. afp 21Apr47

BEST AND COMPANY, INC. ©.

The neat and graceful opera pump
[and] Black rayon satins. (Women's
shoes and dresses) Clipping.

© 28Jul48; KK25392.

BEST AND COMPANY, INC. ©.

Neckline high or neckline low,
you'll like our full-skirted
cool and neat rayon prints.

(Misses' dresses) Just when it
seems our famous cotton knits are
quite perfect. (Children's suits)
Clipping. © 12Apr48; KK22926.

BEST AND COMPANY, INC.

Never out of fashion, never more
in fashion. (In the New York
times, Sept. 12, 1954, p. 121)
© Best & Co., inc.; 12Sep54;
B5-28469.

m

BEST AND COMPANY, INC. ©.

New - a wool plaid jacket is reversible. All we hear is plaid, plaid, plaid. (Boys' jacket. Girls' clothes) Clipping.
© 12Sep48; KK26929.

KK 9894

Best & co., inc., claimant.

New and becoming feathered felts.
(Misses hats) [New York, Printed
by New York Journal American] c1946.
clipping.

Print.

© 12-5-46; 2 c 12-13-46; New York;
KK 9894.

zcr 1-17-47

KK 2890

Best & co., inc., claimant

New and exclusive capeskin-finished
lambskins. (Womens gloves) [New York,
Printed by New York world telegram]
cl946.

clipping.

Print.

Application title: Capeskin-finished
lambskins.

© 4-3-46; 2 c 5-3-46; New York;
KK 2890.

mgc 6-7-46

BEST & COMPANY, INC. ©.

New and exclusive, our Silver cap
permanent. [Adv.] (In New York
Journal American, Jan. 24, 1949,
p. 3) © 24Jan49; B5-8410.

KK 8877

Best and company, inc., claimant.

New and pretty! [and] New white
jacket is longer. (Misses hats and
jacket) [New York, Printed by New
York sun] c1947.

clipping.

Print.

© 23Jan47; author, New York; KK 8877.

afp 27Febl47

KK 8687

Best & company, incorporated, claimant.

New and pretty! Delicate roses nestle in
pa stel-plaided rayon taffeta ribbon... (Misses
hats) [New York, Printed by New York world
telegram]c1947.

clipping.

Print.

(C) 2Jan47; author, New York;

KK 8687

elg3-3-47

KK 8687

Best & company

KK 260

Best & co., inc., claimant.

New and pretty, the young basque.

(Misses 2 pc. dress) [New York,
Printed by New York world telegram]

© 1946.

clipping.

Print.

© 1-10-46; 2c 1-15-46; New York;

KK 260.

3-25-46 rs

Best & company, inc., claimant.

New back-flare topper for night-and-day. (Misses topper) [New York,
Printed by New York world-telegram]
cl947.

clipping.

Print.

© Best & co., inc., New York;
24Mar47; KK11409.

afp 16Apr47

KK 4120

Best & co., inc., claimant.

New belted coat of Forstmann wool
gabardine. (Woman's coat) [New York,
Printed by New York sun] cl946.

clipping.

Print.

© 6-13-46; 2 c 6-18-46; New York;
KK 4120.

cf 7-21-46

KK 4116

Best & co., inc., claimant.
New berets. (Women's hats) [New York,
Printed by N. Y. herald tribune] cl946.
clipping.

Print.
© 6-9-47; 2 c 6-18-46; New York;
KK 4116.

cf 7-2-46

Best & co., inc., claimant.

A new Best exclusive! *Sutton tweed
... [and] Fashion forecast for girls..
boleros. (Misses coats and girls'
suits) [New York, Printed by New York
sun] c1947.

clipping.

Print.

© author, New York; 14Feb47;
KK 10928.

pam 4-2-47

KK 9227

Best and company, inc., claimant.

New .. Best's exclusive tweed .. for an Eton suit. (Boys' suit) [New York, Printed by New York times] c1946.

clipping.

Print.

© 10-13-46; 2 & 10-30-46; New York KK 9227.

pam 1-21-47

KK 10797

Best & co., inc., claimant.

New blouses lend fresh charm to your
suits. [and] Gingham in bright new
plaids. (Misses blouses. Girl's dress)
[New York, Printed by New York sun]
cl947.

clipping.

Print.

© author, New York; 6Feb47;

KK 10797.

vm 3-18-47

KK 8874

Best and company, inc., claimant.
New blouses of fine batiste. (Kisses
blouses) [New York, Printed by New
York world-telegram] cl947.
clipping.

Print.

© 23Jan47; author, New York; KK 8874.

afp 27Feb47

KK 10457

Best & company, inc., claimant.

New bonnets wear a bow. (Misses hats) [New
York, Printed by New York sun] c1947.
clipping.

Print.

30Jan47; author, New York; KK 10457.

elg 3-11-47

KK12701

Best & co., inc., claimant.

New bright color [and] New dresses. (Misses coat and childrens dresses) [New York, Printed by N. Y. Herald tribune] c1947.

clipping.

Print.

(c) Best & co., inc., New York; 6Mar47; KK12701.

3May47 rs

KK 9091

Best and company, inc., claimant

New brims turn up [and] Saab .. Puerto Rican
hand-mades. (Women's hats and women's
lingerie) [New York, Printed by New York
sun] c1946.
clipping.

Print.

c 10-17-46; 2 c 10-22-46; New York; KK 9091.

mgo 1-3-47

KK 8394

Best & company, inc., claimant.

New cape sleeves on a graceful sheer
wool. (Misses dress) [New York,
Printed by New York journal American]
c1947.

clipping.

Print.

© 7Jan47; author, New York; KK 8394.

afp 27Feb47

BEST AND COMPANY, INC. ©.

New cotton frocks. (Children's
dresses) Clipping. © 14Mar49;
KK34254.

BEST AND COMPANY, INC. ©.

New cotton frocks. Rayon sheers.

Straw vote. (Tots' dress. Misses'
bag and dresses) Clipping.

© 6Apr49; KK35008.

PEST AND COMPANY, INC. ©

New cottons. (Children's dresses)

Clipping. © 13 Feb 49; KK33446.

KK 2889

Best & co., inc., claimant

New cowl-drape on a Young cosmopolitan
dress. (Dresses) [New York, Printed by
New York world telegram] cl946.
clipping.

Print.

© 4-3-46; 2 c 5-3-46; New York;
KK 2889.

mgc 6-7-46

BEST AND COMPANY, INC. ©.

The new cup cake compact. Clipping.

© 19Jun49; KK37786.

KK 9092

Best and company, inc., claimant

New cut-away suit for Young cosmopolitans.
[and] Jackets and slacks for men - finely
tailored of good wools. (Young cosmopolitans'
suit and men's jackets and slacks) [New
York, Printed by New York times] c1946.
clipping.

Print.

(e) 10-18-46; 2 e 10-22-46; New York; KK 9092.

mge 1-3-47

KK 9326

Best and company, inc., claimant
New! Dinner hats. (Misses' hats)
[n. p.] c1946.
clipping.

Print.

(3) 10-30-46; 2 c 11-6-46; New York; KK 9326.

mgo 1-13-47

KK 2928

Best & co., inc., claimant

New dirndl with a printed bodice and
plain skirt of the same fine cotton.

(Girls' dresses) [New York, Printed
by New York world] c1946.

clipping.

Print.

© 4-25-46; 2 c 5-3-46; New York;
KK 2928.

mgc 6-11-46

BEST AND COMPANY, INC. ©.

A new discovery in permanents, the
Flexa-wave. [Adv.] (In Newark
evening news, N. J., Sept. 15,
1949, p. 7) © 15Sept49; B5-11160.

BEST AND COMPANY, INC. ©.

New distinction in glen plaid.

(Misses' suit) Clipping.

© 23 Sep 48; KK27524.

KK 3955

Best & co., inc., claimant.

New, dramatic cottons. (Womens evening
dresses) [New York, Printed by New York sun]
el946.

Clipping.

Print.

(c) 6-6-46; 2 c 6-11-46; New York; KK 3955.

AFP 6-20-46

KK 2915

Best & co., inc., claimant

New dresses for girls are tailored or soft. (Girls' dresses) [New York, Printed by New York herald-tribune] cl946.

clipping.

Print.

© 4-18-46; 2 c 5-3-46; New York;
KK 2915.

mgc 6-7-46

KK 6285

Best & co., inc., claimant

New editions of the favorite wool suit-dress.
(Women's dresses) [New York, Printed by New York
sun] cl946.
clipping.

Print.

© 9-5-46; 2c 9-25-46; New York; KK 6285.

egn 11-14-46

BEST AND COMPANY, INC. ©

- ✓ New exclusives - old favorites -
Best's Christmas mittens - the
exclusive lambskins you love ... ✓
- ✓ Give Best's exclusive success -
name umbrella - sturdy nylon ... ✓
(Misses' & children's umbrellas
& mittens) Sheet. © 6Dec49;
KK44903.

2/1/50

FEB 1 1950

KK 6039

Best & co., inc., claimant.

New fall suit in fine striped wool.
(Misses suit) [New York, Printed by
New York times] cl946.
clipping.

Print.

© 8-22-46; 2 c 9-12-46; New York;
KK 6039.

zcr 10-23-46

KK 8871

Best and company, inc., claimant.

... New fan print with cascading
bustle-back. (Misses dress) [New
York, Printed by New York sun] cl947.
clipping.

Print.

At head of title: For Young cosmo-
politans.

© 20Jan47; author, New York; KK 8871.

afp 27Feb47

KK 3199

Best & co., inc., claimant.

The new fashions for summer on the
beach are gay, young, pretty. (Women's
beach wear) [New York, Printed by
New York herald tribune] © 1946.

clipping.

Print.

© 5-5-46; 2c 5-13-46; New York;

KK 3199.

5-30-46 rs

KK 9648

Best and company, inc., claimant.

New feathered felts [and] Coat outfits
for the very small child ... (Misses'
hats and children's coat outfits) [New
York, Printed by New York Sun] c1946.
clipping.

Print.

© 11-6-46; 2 c 11-15-46; New York; KK
9648.

pam 2-1-47

KK 3886

Best & co., inc., claimant.

New - fine wool, closely knit - for
a boys' rib stitch sweater. (Boys sweater)
[New York, Printed by New York sun]
cl946.

clipping.

Print.

© 3-19-46; 2 c 6-5-46; New York;
KK 3886.

cf 6-20-46

KK12254

Best & co., inc., claimant.

A new flare in the skirt of her
flannel separates. (Children's clothes)
[New York, Printed by New York world-
telegram] cl947.

clipping.

Print.

© Best & co., inc., New York; 11Apr47;
KK12254. 16May47 rs

KK 8365

Best & co., inc., claimant.

New flared skirt for a becoming wool frock
[and] Whitman's beautiful cotton broadcloth and
Swiss embroidery. (Misses dress. Girl's dress)
[New York, Printed by New York herald tribune]
c1946.

clipping.

Print.

© 20Dec46; 2c 6Jan47; author, New York;
KK 8365.

lg 2-7-47

A5 3808

Best & co., inc., claimant.

A new flattering softness in Best's lanolin permanent. (In The Montclair times, N. J., 9-5-46, p. 20)

Adv.

©9-5-46; 1 c 9-12-46; New York;
A5 3808.

afp 10-3-46

A5 3050

Best & co., inc., claimant.

A new flattering softness in Best's
lanolin permanent. (In The New York
sun, 7-8-46, p. 7)

Adv.

© 7-8-46; 1 c 7-18-46; New York;
A5 3050.

afp 8-19-46

A5 3782

Best & co., inc., claimant.

A new flattering softness in Best's lanolin permanent. (In The New York sun, 8-26-46, p. 7)

Adv.

Appl. title: Best's lanolin permanent.

© 8226-46; 1 c 9-4-46; New York;

A5 3782.

afp 9-23-46

KK 1474

Best & co., inc., claimant.

New fleece coat short and belted. (Misses
short coat) [New York, Printed by New York
times] c1946.

Clipping.

Print.

(c)

2-20-46; 2 c 3-3-46; New York; KK 1474.

AFP 4-24-46

KK 1528

Best & co., inc., claimant.

New for evening, the pannier dress. (Misses' evening dress) [New York, Printed by N. Y. herald tribune] cl946.

clipping.

Print.

(C) 2-28-46; 2 c 3-6-46; New York;

KK 1528.

vf 4-24-46

KK 9651

Best and company, inc., claimant.

New for men - warm lining in a light
raincoat. (Raincoat) [New York, Print-
ed by New York journal American] c1946.
clipping.

Print.

© 11-7-46; 2 c 11-15-46; New York
KK 9651.

pam 2-1-47

KK 1243

Best & co., inc., claimant.

New for spring, lace or embroidery on charming
little dresses of Dumari spun rayon. (Little
girls' dresses) [New York, Printed by N. Y.
times] c1946.

clipping.

Print.

© 2-15-46; 2 c 2-17-46; New York;
KK 1243.

vf 5-7-46

KK 695

Best & co., inc., claimant.

New for spring, the soft suit. (Misses suit)
[New York, Printed by New York world telegram]
cl946.

Clipping.

Print.

(c) 1-24-46; 2 c 1-29-46; New York; KK 695.

AFP 4-2-46

KK 1663

Best & co., inc., claimant.

New for spring; young town dress. (Misses' dress) [New York, Printed by N. Y. sun] c1946.
clipping.

Print.

© 3-6-46; 2 c 3-12-46; New York; KK 1663.

vf 5-15-46

BEST AND COMPANY, INC. ©.

New for teens. (Teen-ager's dress)

Clipping. © 29Apr49; KK36436.

BEST AND COMPANY, INC. ©.

New for teens - a boxy jacket, a
pleated skirt and the first-robin
look of checks and navy blue.
(Girls' suit) Sheet. © 27Jan50;
KK46538.

MAR 20 1950

KK 836

Best & co., inc., claimant.

New for winter sports - the lumber-jacket. (Misses lumberjacket) [New York, Printed by N. Y. world telegram]
c1946.

clipping.

Print.

© 2-1-46; 2 c 2-3-46; New York;
KK 836.

mgc 4-8-46

KK 8604

Best and company, inc., claimant.

New '47 suit, longer, softer ... (Misses' suit)
[New York, Printed by New York herald tribune]
cl947.

clipping.

Print.

C 16^{Jan}47; author, New York; KK 8604.

elg 3-6-47

BEST AND COMPANY, INC. ©

New gingham. (Girls' dress) Clip-
ping. © 23Feb49; KK33995.

KK 1122

Best & co., inc., claimant.

New housecoat, styled by Dorian.

(Misses housecoat) [New York, Printed
by N. Y. world telegram] cl946.

clipping.

Print.

© 2-7-46; 2 c 2-12-46; New York;
KK 1122.

mgc 4-25-46

KK 1240

Best & co., inc., claimant.

A new Lewispun, short and belted. Best's exclusive Best-flex shoes for children. Young cosmopolitans spring suit winners; a blend of good wools ... (Junior miss suits, children's shoes, misses' coat) [New York, Printed by N. Y. sun] c1946.

clipping.

Print.

© 2-15-46; 2 c 2-17-46; New York;

KK 1240.

vf 5-7-46

Best & co., inc., claimant.

New long lines for a spring print. (Misses
dress) [New York, Printed by New York journal
American] c1947.

clipping.

Print.

(C Best & co., inc., New York; 3Mar47; KK11271.

elg 4-9-47

KK 8609

Best and company, inc., claimant.

New longer bodice for a wearable rayon print...
(Misses' dress) [New York, Printed by N. Y.
herald tribune] c1947.

clipping.

Print.

© 17Jan47; author, New York; KK 8609.

elg 3-6-47

BEST & CO., INC. ©, New York.

The "new look" is not just
clothes, you know. Adv.

(In New York Herald Tribune,
Nov. 5, 1947, p. 5)

© 5Nov47; B5-3129.

BEST AND COMPANY, INC. ©.

The new look? (Misses' clothes)

© 20Nov47; KK18910.

not the card

BEST AND COMPANY, INC. ©.

New low price ... fine furniture: An important fall fashion, the untrimmed coat. (Infants' furniture; misses' coats) Sheet. © 21Aug49;
KK40399.

BEST AND COMPANY, INC. ©.

New, low prices for the Liliputian
Bazaar's snow suits. A classic
item: Shirtmaker - the exclusive-
with Best's tailored dress ...
First choice in lingerie: Nylon
crepe. (Misses' dress, slip and
children's snowsuits) Sheet.
© 2Nov49; KK44571.

JAN 19 1950

KK 1525

Best & co., inc., claimant.

New lumberjacket slacks suit. (Women's slacks)
[New York, Printed by N. Y. journal American]
clipping.

Print.

(C) 2-27-46; 2 c 3-6-46; New York;
KK 1525.

vf 4-24-46

KK 4740

Best & co., inc., claimant.

New - our high felts. (Women's hats)
[New York, Printed by New York herald
tribune] c1946.

clipping.

Print.

© 7-11-46; 2 c 7-13-46; New York;
KK 4740.

cf 7-31-46

KK 11054

Best & co., inc., claimant.

New! Our hooded plaid greatcoat.

(Misses coat) [New York, Printed by
N. Y. times] cl947.

clipping.

Print.

© author, New York; 25Feb47; KK11054.

31Mar47 rs

BEST AND COMPANY, INC. ©.

New patterns in spring colors,
pure silk squares 3.95. (Misses'
squares) Clipping. © 29Jan48;
KK19974.

A5 2016

Best & co., inc., claimant.

A new permanent for the cap gamine. (In The
New York sun, 4-1-46, p. 7)

Adv.

(c) 4-1-46; 1 c 5-3-46; New York; A5 2016.

AFP 5-9-46

BEST AND COMPANY, INC. ©.

The new Petti-Pak for pocket or purse.

[and] The perfect country ensemble.

(Misses' file case and country

clothes) Sheet. © 7 Aug 49; KK39559.

BEST AND COMPANY, INC. ©

New pockets and sleeves ... on bright
or black wools. Dressed for winter.
(Misses' dresses', infants' furni-
ture and clothes) Sheet.

© 29Sep49; KK41754.

KK 1803

Best & co., inc., claimant

New printed robe, styled by Dorian.
It's spring again - and time for the
plaid reversible [and] pretty prints.
(Misses' housecoat, misses' dress
and girl's coat) [New York, Printed by
New York sun] cl946.
clipping.

Print.

© 3-12-46; 2 c 3-19-46; New York;
KK 1803.

mgc 5-20-46

KK 3958

Best & co., inc., claimant.

New prints are pretty. (Womens dress)
[New York, Printed by New York herald tribune]
cl946.

Clipping.

Print.

© 6-7-46; 2 © 6-11-46; New York; KK 3958.

AFP 6-21-46

KK 3959

Best & co., inc., claimant.

New - rayon belting. (Womens hats)
[New York, Printed by New York times] cl946.

Clipping.

Print.

o 6-7-46; 2 c 6-11-46; New York; KK 3959.

AFP 6-21-46

KK 1661

Best & co., inc., claimant.

New reefer of Forstmann tweed. (Women's coat)
[New York, Printed by N. Y. sun] cl946.
clipping.

Print.

(C) 3-4-46; 2 c 3-12-46; New York; KK 1661.

vf 5-15-46

Best & co., inc., claimant.

New sheer wools star for spring. (Misses dresses)
[New York, Printed by New York times] c1947.
clipping.

Print.

(C) Best & co., New York; 12 Mar 47; K11282.

.elg 4-9-47

KK 2879

Best & co., inc., claimant

New shipment! English gloves of doe-skin-finished lambskin. (Misses' gloves)
[New York, Printed by New York herald-tribune] c1946.

clipping.

Print.

Application title: English gloves.

© 3-27-46; 2 c 5-3-46; New York;

KK 2879.

mgc 6-6-46

KK 480

Best & co., inc., New York, claimant.

New shipment - our Stormy weather coat.
(Misses Stormy weather coat) [New York,
Printed by New York herald tribune] 1946.
clipping.

Print.

(c) 1-18-46; 2 c 1-20-46; KK 480.

mrm 4-3-46

KK 8397

Best & company, inc., claimant.

New shipment .. the famous rhythm
slip [and] Winter roses; fresh and gay
idea to top furs ... (Misses slip.
Misses hats) [New York, Printed by
New York sun] cl947.

clipping.

Print.

© 9Jan47; author, New York; KK 8397.

afp 27Feb47

Best & co., inc., claimant.

New short coat of Forstmann wool doeskin.
(Misses jacket) [New York, Printed by New York
sun] c1947.

clipping.

Print.

© Best & co., inc., New York; 3Mar47; K11273.

elg 4-8-47

KK 2910

Best & co., inc., claimant

New short lengths for a smart dinner dress [and] from Best's famous Liliputian bazaar; white binding around the small collar of a wool tweed coat.

(Tots' coat and misses' evening dress)
[New York, Printed by New York herald-tribune] c1946.

clipping.

Print,

© 4-16-46; 2 c
KK 2910.

5-3-46; New York;

mgc 6-7-46

KK 5106

Best & co., inc., claimant.

New sleeves; for a smart suit-dress.
(Women's dress) [New York, Printed by
New York herald tribune] cl946.
clipping.

Print.

© 7-25-46; 2 c 7-30-46; New York;
KK 5106.

cf 8-20-46

KK 5805

Best & co., inc., claimant

New smartness for town in black suede.
(Women's shoes) [New York, Printed by
New York times] cl946.

clipping.

Print.

© 8-20-46; 2 c 8-28-46; New York;
KK 5805.

mgc 11-8-46

BEST AND COMPANY, INC. ©.

New snow suit. (Children's snow
suit) Clipping. © 220ct48;
KK28426.

A5 3049

Best & co., inc., claimant.

A new softness in our lanolin permanent. (In The New York sun, 6-24-46,
p. 7)

Adv.

© 6-24-46; 1 c 7-10-46; New York;
A5 3049.

afp 8-19-46

KK 1236

Best & co., inc., claimant.

New Southbound fashions of Dan River's window pane checks. (Misses' dresses, robes, gowns, hat & bag) [New York, Printed by N. Y. herald tribune] cl946.

clipping.

Print.

© 2-10-46; 2 c 2-17-46; New York;

KK 1236.

vf 5-7-46

KK 1527

Best & co., inc., claimant.

New sport coats are pale fleece. (Women's coat)
[New York, Printed by N. Y. times] cl946.
clipping.

Print.

© 2-27-46; 2 c 3-6-46; New York;
KK 1527.

vf 4-24-46

KK 1812

Best & co., inc., claimant

New spring checks for the favorite
suit-dresses. (Woman's suit) [New York,
Printed by New York times] c1946.
clipping.

Print.

© 3-15-46; 2 c 3-19-46; New York;
KK 1812.

mgc 5-20-46

KK 8107

Best & co., inc., claimant.

New stars for the South designed to
make you look young and pretty. (Misses
resort clothes) [New York, Printed by
New York sun] cl946.

clipping.

Print.

© 26Dec46; 2c 16Jan47; author, New
York; KK 8107.

pam 2-8-47

KK 5

Best & co., inc., claimant.

New stars for the South. Young, pretty resort fashions destined (we think) for success. (Misses suit dresses, swim suit, playsuit)
[New York, Printed by New York times] c1945.

Clipping.

Print.

c

12-26-45; 2 c 12-29-45; New York; KK 5.

AFP 3-20-46

Best & co., inc., claimant.

A new suit - a good value in wool gabardine [and] Another Nada suit.
(Misses' gown and suit) [New York,
Printed by N. Y. sun] c1947.

clipping.

Print.

© Best & co., inc., New York;
1 May 47; KK15211.

25 Aug 47 rs

KK 3092

Best & co., inc., claimant

New summer topper for Young
cosmopolitans. (Young cosmopolitan
topper) [New York, Printed by New York
sun] c1946.

clipping.

Print.

© 5-3-46; 2 c 5-7-46; New York;
KK 3092.

mgc 5-30-46

KK 8869

Best and company, inc , claimant.

New sun cottons fresh, pretty, washable, reasonably priced. (Misses dresses) [New York, Printed by New York herald tribune] c1947.

clipping.

Print.

(C) 19Jan47; author, New York; KK 8869.

elg 3-11-47

KK 3090

Best & co., inc., claimant

New 'teen-age cottons for summer.
(Girls' dresses) [New York, Printed by
New York journal-American] c1946.
clipping.

Print.

© 5-3-46; 2 c 5-7-46; New York;
KK 3090.

mgo 5-29-46

Best & co., inc., claimant.

New-the big bosom *Shirtmaker. (Misses dresses)
[New York, Printed by New York journal American]
c1947.

clipping.

Print.

© Best & co., inc., New York; 4Mar47; K11274.

elg 4-9-47

KK 4126

Best & co., inc., claimant.

New, the little girl play dress.
(Women's play clothes) [New York, Print-
ed by New York times] c1946.
clipping.

Print.

© 6-13-46; 2 c 6-18-46; New York;
KK 4126.

cf 7-2-46

KK 1123

Best & co., inc., claimant.

New - the suit-dress with cape sleeves.
(Misses suit) [New York, Printed by
N. Y. herald tribune] cl946.
clipping.

Print.

© 2-8-46; 2 c 2-12-46; New York;
KK 1123.

mgc 4-25-46

KK 4667

Best & co., inc., claimant.

New-the sweeping felt [and] Vacation
clothes for girls and boys. (Children's
play clothes and women's hats) [New York,
Printed by New York herald tribune] cl946.
clipping.

Print.

© 6-23-46; 2 c 7-10-46; New York;
KK 4667.

cf 8-9-46

KK 5965

Best & co., inc., claimant

New - the tunic coat with a fur border [and]
new - high felts. (Women's coat and women's
hats) [New York, Printed by New York herald
tribune] cl946.

clipping.

Print.

(c) 8-29-46; 2 c 9-4-46; New York; KK 5965.

mgo 10-31-46

KK 1237

Best & co., inc., claimant.

New touches on this spring's cotton frocks.
(Girls' dresses) [New York, Printed by N. Y.
times] c1946.

clipping.

Print.

(C) 2-10-46; 2 c. 2-17-46; New York;
KK 1237.

vf 5-7-46

KK 5101

Best & co., inc., claimant.

New town blacks; smart for now-into-fall. (Women's dresses) [New York, Printed by New York times] c1946.
clipping.

Print.

⑧ 7-21-46; 2 c 7-30-46; New York;
KK 5101.

cf 8-20-46

BEST AND COMPANY, INC. ©.

New Treo girdle, designed for cool
comfort ... all nylon. Sheet.

© 5Jul49; KK38400.

KK12249

Best & co., inc., claimant.

New tunic dresses in pretty prints.
(Misses' dresses) [New York, Printed
by New York herald tribune] c1947.

clipping.

Print.

© Best & co., inc., New York;
9Apr47; KK12249.

16May47 rs

KK 10452

Best and company, incorporated, claimant.

New variations on a favorite theme pretty dresses
chosen for their beautiful fabrics and fine detail.
(Girls' dresses) [New York, Printed by New York
herald tribune] c1947.

clipping.

Print.

① 26Jan47; author, New York; KK 10452.

elg 3-11-47

KK 6289

Best & co., inc., claimant

New vogue for the one-piece wool. (Misses' dresses) [New York, Printed by New York times] c1946.

clipping.

Print.

9-19-46; 2c 9-25-46; New York; KK 6289.

egn 11-24-46

KK 2914

Best & co., inc., claimant

New weather-beater for Young cosmopolitans. (Coats) [New York, Printed by New York world telegram] c1946.
clipping.

Print.

© 4-18-46; 2 c 5-3-46; New York;
KK 2914.

mgc 6-7-46

BEST AND COMPANY, INC. ©.

New wool lining for girls' corduroy
separates. (Young girls' outfit)
Clipping. © 17Aug48; KK26168.

BEST AND COMPANY, INC. ©.

New wool suits for now and spring.

(Misses' suits) Clipping.

© 13Jan49; KK31690.

BEST AND COMPANY, INC. ©.

New wool. Wise selection at the start
of the new season. (Misses' dress)
Sheet. © 14 Aug 49; KK 140805.

KK 1806

Best & co., inc., claimant

New wool wrap for night or day.
(Misses' evening or daytime wrap)

[New York, Printed by New York herald
tribune] c1946.

clipping.

Print.

© 3-13-46; 2 c 3-19-46; New York;
KK 1806.

mgc 5-20-46

BEST AND COMPANY, INC. ©.

✓ New Year's resolution: at least one
dress that's crisp and gay. ✓

(Misses' dresses) Sheet. © 1Jan50;
KK46240.

MAR - 7 1950

BEST AND COMPANY, INC. ©.

New York City print. Glenconner.

(Scarf. Children's coats) Clipping.

© 14Nov47; KK18574.

BEST & COMPANY, INC. ©.

New York's largest children's
barber shop is at Best's.

[Adv.] (In New York Herald
Tribune, Apr. 6, 1948, p. 5)

© 6Apr48; B5-5261.

KK 690

Best & co., inc., claimant.

New young cosmopolitan cardigan suit.

(Jr. miss suit) [New York, Printed by New
York sun] c1946.

Clipping.

Print.

(c)

l-22-46; 2 c l-29-46; New York; KK 690.

APP 4-2-46

BEST AND COMPANY, INC. ©.

The newest idea in separates.

(Misses' skirts and stoles)

Clipping. © 14Oct48; KK28188.

BEST AND COMPANY, INC. ©.

Newly narrow. (Misses' dress)

Clipping. © 17Sep48; KK27706.

KK 8399

Best & company, inc., claimant.

News again! Linen cool, crease-resistant, makes smart spectator dresses for the South. (Misses dresses) [New York, Printed by New York herald tribune] cl947.

clipping.

Print.

© 9Jan47; author, New York; KK 8399.

afp 27Feb47

KK 9735

Best & co., inc., claimant

News again! long wraps of rayon velvet [and]...
Let the hand of experience guide you to the
loveliest of Christmas gifts. (Misses wraps.
Babies clothes) [New York, Printed by New
York herald tribune] c1946.
clipping.

Print.

At head of 2d title: Liliputian bazaar.

(c) 11-24-46; 2 = 12-5-46; New York; KK 9735.

mge 1-30-47

BEST AND COMPANY, INC.

News, complete hair conditioning in
seconds with amazing Hairdew.

[Adv.] (In the New York times,
June 7, 1953, p. 101) © Best
& Co., Inc.; 7Jun53; B5-24324.

BEST AND COMPANY, INC. ©

News in nylons: snag resistant
Sapphire budget-sheers. (Misses'
stockings) Sheet. © 1Aug49;
KK39329.

BEST AND COMPANY, INC. ©.

North Pole jacket, fair priced
12.50. (Boys' jacket) Sheet.
© 21Nov49; KK43979.

BEST AND COMPANY, INC. ©.

North Pole jacket - rough, ready and
warm. Party dress - a teen's first
choice ... rayon taffeta with
sparkling buttons and a Peter Pan
collar. (Boys' jacket & girls'
dresses) Sheet. © 16Dec49;
KK44894.

FEB 1 1950

2tice

BEST AND COMPANY, INC. ©.

Notably Victorian ... pure silk print.
(Misses' dress) Clipping.
© 1Feb49; KK32253.

Best & Co., inc.

Nothing will please her like fine
lingerie or a rich-feeling robe
from Best's. (Misses' clothes)

© 7 Dec 47; KK19257.

Best & Co., inc.

KK 261

Best & co., inc., claimant.

Now, for girls, a wonderful pile-lined snow suit. (Girls snowsuit)

[New York, Printed by New York times]

© 1946.

clipping.

Print.

© 1-10-46; 2c 1-15-46; New York;

KK 261.

3-25-46 rs

KK 692

Best & co., inc., claimant.

Now - Forstmann flannel for our flange suit.
(Misses suit) [New York, Printed by New York
herald tribune] cl946.

Clipping.

Print.

c 1-22-46; 2 c 1-29-46; New York; KK 692.

AFP 4-2-46

KK 8876

Best and company, inc., claimant.

Now, in liliputian bazaar sizes,
too Glenconner coat. (Children's
coat) [New York, Printed by New
York herald tribune] c1947.
clipping.

Print.

© 23Jan47; author, New York; KK 8876.

afp 27Feb47

BEST AND COMPANY, INC. ©.

Now is the perfect time for distin-
guished country clothes ...

(Misses' casual clothes) Sheet.

© 300ct49; KK44650.

JAN 20 1950

Best & company, inc.

Now...*Nada evening fashions. (Misses
evening gown and jacket) [New York,
Printed by New York times] c1947.

clipping.

Print.

© Best & co., inc., New York; 2^Apr47;
KK11998.

afp 30Apr47

KK 5622

Best & co., inc., claimant.

Now - our exclusive shirtmaker in
wool gabardine [amd] The deep collar is
a drift of lynx-dyed fox. (Womens coat
and womens dress) [New York, Printed
by New York times] c1946.

clipping.

Print.

© 8-1-46; 2 c 8-21-46; New York;
KK 5622.

zcr 9-30-46

Best & co., inc., claimant.

Now - the flaring coat has a beaver
collar. (Kisses' coat) [New York,
Printed by N. Y. times] c1947.
clipping.

Print.

CBest & co., inc., New York; 7Aug47;
KK15160.

22Aug47 rs

Best & co., inc., claimant.

Now you can have a Balibuntl bonnet ... [and]
From the famous *liliputian bazaar. Three cheers
for the jodhpur playsuit. (Misses hats and boy's
suit and hat) [New York, Printed by New York
times] c1947.

clipping.

Print.

(C) Best & co., inc., New York; 13 Mar 47, KK11284.

elg 4-7-47

BEST AND COMPANY, INC. ©.

Nursery essentials. (Infants' furniture and accessories) Clip-
ping. © 14 Sep 48; KK26917.

BEST AND COMPANY, INC. ©

Nursery furniture. (Children's furni-
ture) Clipping. © 24 Sep 47; KK17436.

KK 1475

Best & co., inc., claimant.

Nuseam, our exclusive pigskin gloves. (Misses
gloves) [New York, Printed by New York sun]
cl946.

Clipping.

Print.

(c) 2-20-46; 2 c 3-3-46; New York; KK 1475.

AFP 4-24-46

KK 1667

Best & co., inc., claimant.

Nuseam, our exclusive pigskins. (Women's
gloves) [New York, Printed by N. Y. world
telegram] cl946.

clipping.

Print.

© 3-7-46; 2 c 3-12-46; New York; KK 1667.

vf 5-15-46

BEST AND COMPANY, INC. ©.

Nylon crepe, for sleeping comfort,
for travel convenience. (Misses'
lingerie) Sheet. © 7Jul49;
KK38398.

BEST AND COMPANY, INC. ©.

Nylon crepe - lingerie at its most practical, because it wears and washes so well. Jeweled compact by Elizabeth Arden - a slim gold-washed compact with a great cluster of simulated rhinestones ...
(Misses' slips and compacts) Sheet.
© 300ct49; KK44560.

JAN 19 1950

BEST AND COMPANY, INC. ☐

✓ Nylon crepe lingerie is always a
preferred Christmas gift item ... ✓
(Misses' lingerie) Sheet.
© 30Nov49; KK44898.

FEB 1 1950

BEST AND COMPANY, INC. ©.

Nylon crepe slips. (Misses' slips)

Clipping. © 26Jan49; KK32242.

BEST AND COMPANY, INC. ©.

Nylon crepe slips. (Misses' slips)
Clipping. © 17May49; KK36782.

BEST AND COMPANY, INC. ©.

Nylon crepe slips, high on the pre-
ferred list for Christmas, 1949.
(Misses' slips) Sheet.

© 23Nov49; KK43992.

BEST AND COMPANY, INC. ©.

Nylon dickey, 3.00. (Misses' nylon
dickey) Clipping. © 23Mar49;
KK34261.

BEST AND COMPANY, INC. ©.

Nylon, first choice in lingerie.
(Misses' gown and slip) Sheet.
© 21Nov49; KK43967.

KK 1668

Best & co., inc., claimant.

Nylon, for a fine raincoat. Women's raincoat)
[New York, Printed by N. Y. times] c1946.
clipping.

Print.

© 3-7-46; 2 c 3-12-46; New York; KK 1668.

vf 5-15-46

BEST AND COMPANY, INC. ©.

Nylon gown - wonderous nylon jersey
that looks like a cloud. Sheet.

© 14Jul49; KK39498.

BEST AND COMPANY, INC. ©.

Nylon gowns, trimmed with nylon lace.

High fashion for teens. (Misses'
nightgowns, girls' coats) Sheet.

© 30Sep49; KK41753.

BEST AND COMPANY, INC. ©

Nylon jersey. (Misses' nylon gowns)
Clipping. © 10Mar49; KK33965.

BEST AND COMPANY, INC. ©.

Nylon jersey. Sailing blues. (Misses' lingerie. Girls' and boys' denims) Clipping. © 21Apr49;
KK36063.

BEST AND COMPANY, INC. ©.

Nylon jersey solves your lingerie
laundering problem ... (Misses'
lingerie) Sheet. © 24Jul49;
KK39555.

BEST AND COMPANY, INC. ©.

Nylon mesh gloves, wash them, shake
them and they're about dry. Sheet.
© 30Jun49; KK38480.

BEST AND COMPANY, INC. ©.

Nylon slip. The softer blouse of
rayon crepe. (Misses' slip and
blouses) Clipping. © 1 Sep 48;
KK26772.

BEST AND COMPANY, INC. ©.

Nylon tricot gowns in rainbow colors.

(Misses' nightgowns) Sheet.

© 10Nov49; KKL43464.

BEST AND COMPANY, INC. ©.

Nylon veiling and spring's first
flowers ... midwinter felts. (Miss-
es' hats) Clipping. © 5Jan49;
KK31309.

BEST AND COMPANY, INC. ©.

Nylon's the newest fabric favorite
for Young Cosmopolitans. Little-
boy shorts. Mary Chess toilet water.
(Misses' dresses, girls' play set,
perfume) Clipping. © 27May49;
KK37143.

BEST AND COMPANY, INC. ©.

Oatmeal tweed. (Misses' coat)

Clipping. © 4Oct48; KK27719.

BEST AND COMPANY, INC. ©.

Obviously—a barber shop for children
only. [Adv.] (In The New York
Times, Oct. 2, 1947, p. 6)

© 20ct47; B5-3582.

BEST AND COMPANY, INC. ©.

The October bride. Her wedding set
for one of the loveliest months ...
(Misses' bridal gown) Sheet.

© 8Sep49; KK40792.

BEST AND COMPANY, INC. ©

October's bright blue weather ...
distinguished country clothes. Our
Cannes beret. Teen value! Pile-
lined, all-weather coat. (Misses'
outfits and hat, teens' coat)
Sheet. © 90ct49; KK41746.

BEST AND COMPANY, INC. ©.

✓ Of and for the sunny South. Crisp
Irish linen, softened with inser-
tions of crocheted Irish-type
lace at neckline ... (Misses'
dress) Sheet. © 15 Dec 49; KK44893.

FEB 1 1950

BEST & CO., INC. © New York.
Of course, you can wear the
new hats! Adv. (In New York
World-Telegram, Aug. 25, 1947,
p. 4) © 25Aug47; B5-1716.

BEST & COMPANY, INC. ©.

Off-the-shoulder dress for a spring
wedding. From the famous Liliputian
bazaar; a playtime outfit.

(Misses' gown. Girl's clothes)

Clipping. © 6Apr48; KK22534.

BEST AND COMPANY, INC. ©.

Off to school. Gray worsted. Tweed
and jersey. (Children's clothes.
Misses' suit, skirt and blouse)
Sheet. © 28Aug49; KK40402. .

BEST AND COMPANY, INC. ©.

Off to school, the trench-style teen
raincoat. Best's..specialists to the
college man. Sheet. © 8Sep49;
KK40791.

BEST AND COMPANY, INC. ©.

The "On Dit" carousel. Fitted cosmetic kits. (Misses' cosmetics)
Clipping. © 20 Dec 48; KK31066.

KK 9658

Best and company, inc., claimant.

Once again .. at the Liliputian bazaar Glenconner our famous British coat and legging sets. (Children's coat and legging set) [New York, Printed by New York world telegram] c1946.

clipping.

Print.

© 11-13-46; 2 c 11-20-46; New York;
KK 9658.

pam 2-1-47

KK 8396

Best & company, inc., claimant.

Once again .. from Britain to the
liliputian Bazaar .. babies' lovely
Shetland wools. (Babies' clothes)
[New York, Printed by New York world-
telegram] cl947.

clipping.

Print.

© 8Jan47; author, New York; KK 8396.

afp 27Feb47

BEST AND COMPANY, INC. ©.

Once in a blue moon there's some-
thing new. (Children's clothes)
Clipping. © 4Jan48; KK19678.

BEST AND COMPANY, INC. ©.

One coat is prettier than the next.

Clipping. © 13Feb48; KK20615.

BEST AND COMPANY, INC. ©

One coat to wear everywhere, our

Young Cosmopolitan greatcoat.

(Misses' coat) © 19Nov47; KK18913.

BEST AND COMPANY, INC. ©.

100 o/o camels hair. (Misses' coats)

Sheet. © 21 Oct 49; KK42732.

BEST AND COMPANY, INC. ©.

The one item every woman can use, and
one she'd welcome as a Christmas
gift: a warm, attractive robe ...
(Misses' robes) Sheet. © 2Nov49;
KK44573.

JAN 19 1950

BEST AND COMPANY, INC. ©

One of Best's. (Misses' hats) Clip-
ping. © 29 Oct 47; KK18540.

KK 6049

Best & co., inc., claimant.

One of Best's good suits for girls,
gray wool tweed. (Girl's suit) [New
York, Printed by New York times] cl946.
clipping.

Print.

© 9-5-46; 2 c 9-12-46; New York;
KK 6049.

zcr 10-24-46

BEST AND COMPANY, INC. ©.

✓One of the little things that counts
so in fashion: a crisp new blouse.✓
(Women's blouses) Sheet.

© 11Jan50; KKH46029.

MAR - 6 1950

BEST AND COMPANY, INC. ©

One of the most successful dresses
of our time. The Shirtmaker. (In
New York herald tribune, Sept. 12,
1954, p. 5) © 12Sep54; KK99875.

KK 9736

Best & co., inc., claimant

... One-piece and warm snowsuit of cotton
lined with wool. (Children's snowsuit)

[New York, Printed by New York herald tribune]

c1946.

clipping.

Print.

At head of title: Liliputian bazaar.

(c) 11-26-46; 2 c 12-5-46; New York; KK 9736.

mgc 1-30-47

BEST AND COMPANY, INC. ©.

One-piece, two fabrics. (Misses' dress) Sheet. © 7Sep49; KK40786.

BEST AND COMPANY, INC. Q.

169 pcs. overstocked! Charme'en gabardine suits. (Misses' suits) Clipping. ① 8Apr49; KK35013.

BEST AND COMPANY, INC. ©

Only at Best's can you get the
exclusive Reverse curl permanent
... 12.50. [Adv.] (In The New
York times, Oct. 4, 1950, p. 6)
©400t50; B5-16645.

MAR 27 1951

BEST AND COMPANY, INC. ©

Only superlatives describe our guanaco coat. At the famous Liliputian Bazaar, high-fashion wool jersey ...
(Misses' coat, girls' dresses)
Sheet. © 30ct49; KK41747.

BEST AND COMPANY, INC. ©.

An open and shut case. Sheer navy
wool, with a reflection of Paris
... (Misses' dresses) Sheet.

© 2Nov49; KK44574.

JAN 19 1950

KK 2866

Best & co., inc., claimant
Open-midriff Rustiquitas [and] gypsy
stripes for a new dinner dress.
(Womens dresses, womens evening gowns)
[New York, Printed by New York sun] c1946.
clipping.

Print.

© 3-20-46; 2 • 5-3-46; New York;
KK 2866.

mgc 6-6-46

BEST AND COMPANY, INC. ©.

The opera pump. (Misses' shoes)

Clipping. © 27Sep48; KK27517.

BEST AND COMPANY, INC. ©.

The opera pump, trim, poised classic.

(Misses' shoes) Sheet. © 6Jul49;
KK38399.

AA 28294

Best and company, inc.

...Order now for Christmas ... [New York,
Printed by Woodrow press, inc.,] cl946

12 stapled leaves. illus. 15 x 7 1/2cm.

At head of title: Best & co.

Catalog.

© 10-23-46; 2 c 11-20-46; Best & co., inc.,
New York; AA 28294. New matter: new merchan-
dise is used in this edition.

dac 12-18-46

AA 28295

Best and company, inc.

... Order now for Christmas ... [New York,
Printed by Woodrow press, inc., c1946]

12 stapled leaves. illus. 15 x 7 1/2cm.

At head of title: Best & co.

Catalog.

© 11-7-46; 2 c 11-20-46; Best & co., inc.,
New York; AA 28295. New matter: new merchandise
is used in this edition.

dac 12-18-46

KK 3776

Best & co., inc., claimant.

Ostrich. (Women's hat) [New York,
Printed by New York sun] cl946.
clipping.

Print.

© 5-31-46; 2 c 6-4-46; New York;
KK 3776.

cf 6p24-46

BEST AND COMPANY, INC. ©.

Our best-selling charmeen gabardine
suit. (Misses' suit) Clipping.

© 5Jan49; KK31310.

A5 1264

Best & co., inc., claimant.

Our cap gamine, the new short bob
introduced by Best's. (In The New
York sun, 3-4-46, p. 7)

Adv.

© 3-4-46; 1 c 3-12-46; New York;
A5 1264.

AFP 7-15-46

BEST AND COMPANY, INC. ©.

Our Celloplast set. [Adv.]

(In The New York times, Mar. 5,
1950, p. 33) © 5Mar50; B5-13646.

MAY - 3 1950

BEST AND COMPANY, INC. ©.

Our customers' favorite, our
famous outline permanent.

[Adv.] (In Newark Sunday news,
N. J., Nov. 6, 1949, p. 35)

© 6Nov49; B5-12047.

BEST AND COMPANY, INC. ©

Our exclusive Nada gloves, handsome
in double-woven cotton. (Misses'
gloves) Sheet. © 20ct49; KK41750.

BEST AND COMPANY, INC. ©.

Our exclusive Shirtmaker. (Misses'
dress) Clipping. © 3Jun49;
KK37801.

BEST AND COMPANY, INC. ©.

Our exclusive Shirtmaker. Best's
beachwear. - (Misses' dress and
beachwear) Clipping. © 22May49;
KK36787.

KK 5493

Best & co., inc., claimant.

Our famous college shop is in full
swing! (College clothing) [New York,
Printed by New York herald tribune] cl946.
clipping.

Print.

© 8-4-46; 2 c 8-11-46; New York; KK 5493

cf 8-29-46

BEST & CO., INC. ©, New York.

Our famous gamine, prettier than
ever with the new hats! Adv.

(In The New York Sun, Sept.
15, 1947, p. 7) © 15 Sep 47

B5-2306.

A5 366

Best & co., inc., claimant.

Our famous gamine..smart..young..casual.
Manhattan ed. (In Cue, 1-12-46, p. 3)

Adv.

(c) 1-12-46; 1 c 1-20-46; New York; A5 366.

APP 2-25-46

BEST & COMPANY, INC. ©

Our famous jewel cut. [Adv.]

(In Newark News, N. J., Sept.
12, 1948, p. 8) © 12Sep48;

B5-7485.

BEST & COMPANY, INC. C.

Our famous outline permanent.

[Adv.] (In Newark Sunday news,

N. J., May 29, 1949, p. 19)

C 29May49; B5-10451.

BEST AND COMPANY, INC. ©.

Our famous Outline permanent. [Adv.]

(In Newark Sunday news, N. J.,
Oct. 30, 1949, p. 35) © 30Oct49;
B5-12510.

JAN 30 1950

BEST & COMPANY, INC. ©.

Our famous outline permanent. [Adv.]

(In Newark Sunday news, N. J.,
June 19, 1949, p. 23) © 19Jun49;
B5-19449.

BEST AND COMPANY, INC. ©

Our famous separates ... the most
clothes for the least money. (Mis-
ses' separates) Sheet. © 29Sep49;
KK41756.

KK12520

Best & Co., Inc., claimant.

Our famous "Shirtmakers." (Misses' dresses) [New York, Printed by N.Y. Sun] c1947.

clipping.

Print.

Best & Co., Inc., New York; 21 Apr 47;
KK12520.

19 May 47 rs

BEST AND COMPANY, INC. ©

Our famous suit of C-1 wool gabardine.

(Misses' suit) Sheet. © 11Jan50;
KK47097.

APR 3 3 1950

BEST AND COMPANY, INC. ©.

Our Hawaiian Nada. Cottons prescrib-
ed. (Misses' playsuit and cotton
dresses) Clipping. © 20May49;
KK36788.

BEST AND COMPANY, INC. ©.

Our Hawaiian Nada for beach or play.
(Misses' three piece outfit) Clip-
ping. © 15Jun49; KK37793.

BEST AND COMPANY, INC. ©.

Our Hawaiian Nada. What a splash.

(Misses' playsuit. Children's play-clothes) Clipping. © 15May49;
KK36780.

BEST AND COMPANY, INC. ©.

Our inexpensive low-heeled black
suedes. (Shoes) Clipping.

© 25Apr48; KK22918.

BEST AND COMPANY, INC. ©.

Our little open-crowned straws take
to bows and feathers. (Hats)
Clipping. © 6Feb48; KK20606.

BEST AND COMPANY, INC. ©.

Our marvelous stormy weather coat -
coffee-color cotton gabardine ...
New, low price for the popular
reversible. (Misses' coat and
girls' reversible) Sheet.

© 6Nov49; KK44581.

JAN 19 1950

BEST AND COMPANY, INC.

Our motto, your money's worth in
fashion, quality and value.

Best's children's catalog.

Spring and summer 1953. 49 p.
illus. © on new matter; Best &
Co., inc.; 26Jan53; A80936.

1. TITLE

R

BEST AND COMPANY, INC. ©.

Our Nada bag. (Misses' handbag)

Clipping. © 18Sep47; KK17426.

BEST AND COMPANY, INC. ©.

Our Nada sweaters. (Misses' sweater
set) Clipping. © 12 Dec 48;
KK30682.

Best & co., inc., claimant.

Our new ballerina dance dress is
shadowy black. (Misses' gown) [New York,
Printed by N. Y. times] c1947.

clipping.

Print.

© Best & co., inc., New York; 5Jun47;
KK14121.

14Jul47 rs

A5 6742

Best & co., inc.

Our new beauty salon. [Advertisement]
(In New York world-telegram, Apr. 21, 1947, p. 4)

② 21Apr47; Best & co., inc., New York;
A5 6742. 7Jun47 rs

Best & co., inc., claimant.

Our new *Nada. Navy rates ... [and] ... Sport jackets. (Misses hat. Misses clothes. Boys' clothes) [New York, Printed by New York sun] cl947.

clipping.

Print.

(C) Best & co., inc., New York; 7Mar47; K11278.

elg 4-9-47

BEST AND COMPANY, INC. ©.

Our newest C-1 gabardine suit. Color
added to Best's wool plaid reversi-
ble. Sheet. © 23Aug49; KK40413.

BEST AND COMPANY, INC. ©.

Our newest full-skirted lightweight
wools play up a tiny waist. (Misses
dresses) Clipping. © 12Jan48;
KK19697.

BEST AND COMPANY, INC. ©

Our newest short coat. ... A raincoat
with a detachable hood. (Misses'
clothing) Sheet. © 23 May 48;
KK23896.

KK8685

Best & company, incorporated, claimant.

Our newest swagger coat is shirred-and-belted.
(Misses coat) [New York, Printed by New York
journal American]cl947.

clipping.

Print.

(C)2Jan47; author, New York;
KK 8685.

elg 3-3-47

BEST AND COMPANY, INC. ©.

Our own Hawaiian Nada, 10.95 - de-
lightfully daring 3-piece beach
ensemble. Sheet. © 25May49;
KK37886.

BEST AND COMPANY, INC. ©.

Our own moderately priced Lewispun
tweed. (Misses' clothes) Clipping.
© 4Jan49; KK31308.

KK 9084

Best and company, inc., claimant

Our Poncho wraparound fits any figure [and]
Stormy weather good trench coat. (Women's
dicky and women's coat) [New York, Printed
by New York sun] c1946.

clipping.

Print.

(e) 10-14-46; 2 c 10-22-46; New York; KK 9084.

mgo 1-3-47

BEST AND COMPANY, INC. ©.

Our popular Inverness, the stormy
weather coat. Clipping. ©
29Mar48; KK22931.

Best & company, inc., claimant.

Our popular price tweed that has
everything - Lewispun. (Young girls'
clothes) [New York, Printed by New
York times] cl947.

clipping.

Print.

© Best & co., inc., New York;
14Mar47; KK11637.

afp 21Apr47

BEST & COMPANY, INC. ©.

Our regular 21.50 permanent is
still available at 12.50.

[Adv.] (In Newark News, N. J.,
Aug. 1, 1948, p. 8) © 1Aug48;
B5-7218.

KK 1476

Best & co., inc., claimant.

Our silver metal button suit in Lewispun.
(Misses suit) [New York, Printed by New York
journal American] c1946.

Clipping.

Print.

(c)

2-20-46; 2 c 3-3-46; New York; KK 1476.

AFP 4-24-46

BEST AND COMPANY, INC. ©.

Our smartly styled Nada handbag.

Sheet. © 23Aug49; KK40414.

A5 4177

Best & co., inc., claimant.

Our soft lanolin permanent is just the thing
for college girls!! (In New York sun, 9-9-46,
p. 7)

Adv.

(c) 9-9-46; 1 c 9-25-46; New York; A5 4177.

afp 10-25-46

BEST AND COMPANY, INC. ©

Our start-the-season wools await your
shopping pleasure. (Misses' dress-
es) Sheet. © 18Sep49; KK41202.

KK 9883

Best & co., inc., claimant.

Our success dress in navy wool.
(Misses wool dress) [New York, Printed
by New York times] c1946.
clipping.

Print.

© 12-1-46; 2 c 12-13-46; New York;
KK 9883.

zcr 1-17-47

A5 2833

Best & co., inc., claimant.

Our summer permanent leaves your hair
silky-smooth. (In The New York sun,
6-17-46, p. 5)

Adv.

© 6-17-46; 1 c 6-26-46; New York;
A5 2833.

AFP 7-15-46

A5 2507

Best & co., inc., claimant.

Our summer permanent puts the accent
on softness. (In The New York sun,
6-3-46, p. 7)

Adv.

Appl. title: Accent on softness.

© 6-3-46; 1 c 6-11-46; New York;

A5 2507.

AFP 7-15-46

BEST AND COMPANY, INC. ©.

Our tartan plaid; And with your winter
coat, the small hat [and] Knit under-
wear, warm and practical. (Misses'
clothes) © 19Nov47: KK18914.

BEST AND COMPANY, INC. ©.

Our Yolande handmades. (Lingerie)
Clipping. © 14Mar48; KK22934.

BEST AND COMPANY, INC. ©.

Outdoor coats. Special. Boys'
tuxedo. (Boys' clothes. Misses'
gloves) Clipping. © 19Nov48;
KK30558.

BEST AND COMPANY, INC. ©.

Outdoor jackets. Keep them warm.

(Boys' jackets. Children's snow
suits) Clipping. © 26Nov48;
KK30546.

KK 6553

Best & co., inc., claimant
Outdoor jackets; pile lined, very sturdy ...
(Boys' jackets) [New York, Printed by New
York journal-American] c1946.
clipping.

Print.

① 9-23-46; 2 e 10-8-46; New York;
KK 6553.

mge 11-27-46

KK 6413

Best & co., inc., claimant
Outdoor jackets... (Boys' jackets)
[New York, Printed by New York journal-
American] cl946.
clipping.

Print.
⑥ 9-23-46; 2 c 10-2-46; New York;
KK 6413.

mgo 11-18-46

BEST AND COMPANY, INC. ©.

Outdoor outfit. (Misses' ski outfit)
Clipping. © 12Nov48;
KK30712.

BEST AND COMPANY, INC.

Outline permanent at a low 10.00.

cAdv. 3 (In New York world-telegram
and the sun, Aug. 11, 1952, p. 5)

© Best & Co., inc.; 11Aug52;
B5-21666.

BEST AND COMPANY, INC.

Outline permanent at a low 10.00.

(cAdv.) (In New York world-tele-
gram and the sun, Sept. 8, 1952,
p. 4) © Best & Co., Inc.; 8Sep52;
B5-21875.

BEST & COMPANY, INC. ©

Outline permanent at just 10.00.

[Adv.] (In Newark News, N. J.
Feb. 13, 1949, p. 29) © 13 Feb 49;
B5-9219.

BEST AND COMPANY, INC. ©.

An outline permanent complete at
10.00 is one sure way of keeping
your hair at its loveliest.

[Adv.] (In Newark Sunday news,
N. J., Oct. 16, 1949, p. 31)

© 16Oct49; B5-11756.

BEST AND COMPANY, INC.

Outline permanent, 10.00. [Adv.]

(In New York times, Dec. 21,
1952, p. 7) © Best & Co.; 21Dec52;
B5-22694.

BEST AND COMPANY, INC. ©.

Over-the-shoulder. (Misses' handbag)

Clipping. © 11Mar49; KK34269.

KK 8398

Best & company, inc., claimant.
Overcoat for men made of Botany
"500" - tailored by Daroff. (Men's
coat) [New York, Printed by New York
world telegram] c1947.
clipping.

Print.

© 9Jan47; author, New York; KK 8398.

afp 27Feb47

KK 6414

Best & co., inc., claimant
Oxford lane cotton flannel pajamas.
(Women's pajamas) [New York, Printed by
New York times] c1946.
clipping.

Print.

(c) 9-24-46; 2 c 10-2-46; New York; KK 6414.

mgo 11-18-46

Best & Co., inc.
Pack all your Christmas wishes into
a good Best handbag. (Misses' hand-
bags) © 12Dec47; KK19243.

Best & Co., inc.

Best & co., inc., claimant.

Page boy maternity fashions ...
(Misses dresses) [New York, Printed
by New York times] c1947.

clipping.

Print.

© author, New York; 19Feb47;
KK 10932.

pam 4-3-47

KK 6046.

Best & co., inc., claimant.

Paired beauties in fine blending
wools. (Women's coats and suits) [New
York, Printed by New York herald tri-
bune]cl946.

clipping.

Print.

© 9-4-46; 2 c 9-12-46; New York;
KK 6046.

zcr 10-24-46

BEST AND COMPANY, INC. ©.

Paired for fall - hats and bags to
match. Clipping. © 18Aug48;
KK26170.

BEST AND COMPANY, INC. ©.

Paired for the beach: suit and robe.

(Misses' beach set) Clipping.

© 8Jan48; KK19677.

BEST AND COMPANY, INC. ©.

Pajamas. (Girl's pajamas) Clipping.

© 30 Sep 47; KK17422.

KK 9662

Best and company, inc., claimant.

Pale neutral for a smart furred coat.
(Women's furred coat) [New York, Print-
ed by New York times] cl946.
clipping.

Print.

© 11-15-46; 2 c 11-20-46; New York;
KK 9662.

pam 2-1-47

BEST AND COMPANY, INC. ©.

Pandora the nicest thing you can say
about a sweater! (Misses' sweaters)
Clipping. © 13Feb49; KK33012.

BEST AND COMPANY, INC. ©.

Partners. (Misses' skirt and blouse)

Clipping. © 10 Dec 48; KK31077.

BEST AND COMPANY, INC. C

Partnerships in cotton. (Misses'
skirts and blouses) Clipping. C
27 May 48; KK23834.

BEST AND COMPANY, INC. ☈

Party dirndl. (Children's dress)

Clipping. ☈ 30Jan48; ☈ K20202.

BEST AND COMPANY, INC. ©.

Party dressing for Young Cosmopolitans. (Misses' clothes) Clipping.
© 19Nov48; KK30532.

BEST AND COMPANY, INC. ©.

Party dress a teen's first choice.

Smart - priced low - for teens who
know their fashions. (Girls'
dresses) Sheet. © 4Jan50; KK46039.

6

MAR - 6 1950

BEST AND COMPANY, INC. ©.

Party dressing ... Navy chinchilla.

All-weather jacket. (Misses'
dresses. Children's clothes)

Clipping. © 3 Sep 48; KK26763.

BEST AND COMPANY, INC. ©.

Party fashions. Black velveteen
cords accent the newest of shoul-
der lines and a snug waist. The
crisp rayon taffeta is red ...
(Young girls' dress) Sheet.

© 2Deo49; KK44422.

JAN 17 1950

BEST AND COMPANY, INC. ©.

Party frock. (Young girls' dress)

Clipping. © 26 Nov 48; KK30548.

BEST AND COMPANY, INC. ©.

Party frocks. Christmas sale!
(Children's dresses. Misses'
gloves) Clipping. © 25Nov48;
KK30544.

BEST AND COMPANY, INC. D.

Party frocks - Cotton gun checks -
Carryall. (Girls' dresses, misses'
coat sets, bags) Sheet. © 230ct49;
KK42742.

BEST & COMPANY, INC. ©

Party haircuts. [Adv.] (In New
York Journal American, Nov. 15,
1948, p. 3) © 15Nov48; B5-7696.

BEST AND COMPANY, INC. ©.

Party special. It's as pretty a
dress as we've seen ... ✓ (Girls'
dresses) Sheet. © 18Nov49;
KKL44910.

FEB 1 1950

Best & co., inc., claimant.

Pastel chambray. (Misses' dresses)
[New York, Printed by N. Y. world-telegram]
cl947.

clipping.

Print.

© Best & co., inc., New York; 20Jun47;
KK14411.

5Aug47 rs

BEST AND COMPANY, INC. ©.

Pastel corduroy. (Girls' corduroy
topper) Clipping. © 15Apr49;
KK35530.

BEST AND COMPANY, INC. ©.

Pastel corduroy. (Young girls' corduroy separates) Clipping.

© 11Feb49; KK33014.

BEST AND COMPANY, INC. ©.

Pastel plaid or a nice, big flare -
that's skirt news for girls.
Clipping. © 6Feb48; KK20605.

BEST AND COMPANY, INC. ©.

Pastel plaid or a nice, big flare -
that's skirt news for girls. Felts
in basic colors take on veils for
flattery. Clipping. © 12Feb48;
KK20612.

BEST AND COMPANY, INC. ©.

Pastel prettiness. (Misses' evening
gown) Clipping. © 19Dec48;
KK31297.

BEST AND COMPANY, INC. ©.

Pastel print, aqua, rose or lilac.

(Dress) Sheet. © 6Jul49; KK39496.

BEST AND COMPANY, INC. ©.

Pastel spun rayon. (Misses' dress)

Clipping. © 2Jun48; KK24119.

Best & company, inc.

Patent leather pumps have eye-and-buy appeal. (Misses' shoes) [New York, Printed by New York herald tribune] cl947.
clipping.

Print.

© Best & co., inc., New York; 2Apr47;
KK11997.

afp 30th apr 47

BEST AND COMPANY, INC. ©.

The patio dress. Munrospun sweaters.

(Misses' dresses and sweater set)

Clipping. © 30Jan49; KK32259.

BEST AND COMPANY, INC. ©

Pea jacket. Sheet. © 21Sep49;
KK42315.

Best & co., inc., claimant.

Peasant blouses. (Misses' blouses)
[New York, Printed by N. Y. times] cl947.
clipping.

Print.

© Best & co., inc., New York; 12Jun47;
KK14349.

5Aug47 rs

Best & co., inc., claimant.

Peasant blouses [and] The hooded coat.
(Misses' blouses and coat) [New York,
Printed by N. Y. sun] c1947.

clipping.

Print.

© Best & co., inc., New York; 18 Jun 47;
KK14407.

5 Aug 47 rs

BEST AND COMPANY, INC. ©.

Pee Wee. Moygashel linen. (Misses'
suit and cosmetics) Clipping.

© 13Feb49; KK33009.

BEST AND COMPANY, INC. ©.

The perfect Christmas gift: French
kislev gloves. (Misses' gloves)
Clipping. © 28Oct48; KE29032.

BEST AND COMPANY, INC. ©.

Perfect for an informal evening.
(Misses' evening gowns) Clip-
ping. © 22Nov48; KK30554.

BEST & COMPANY, INC. ®.

Perfectly appointed, spacious,
expert, Best's children's barber
shop. [Adv.] (In New York
Journal American, Jan. 17, 1949,
p. 3) ® 17Jan49; B5-8409.

BEST AND COMPANY, INC. ©.

Perfectly tailored camel hair coat -
a coat that's never out of style.
Enhance "21" made by Lily of
France ... it curbs your curves
in comfort. (Misses' coat and
girdles) Sheet. © 3Nov49;
KK44568.

JAN 19 1950

BEST AND COMPANY, INC. ©.

Perfumes by Ciro. Christmas sale:
(Misses' perfume. Girls' dresses)
Clipping. © 22Dec48; KK31071.

BEST AND COMPANY, INC. ©.

A perky hat. Clipping. © 1 Dec 48;
KK30539.

BEST AND COMPANY, INC. ©

Permanent growing out? Give it new
life with our end curl renewal.

[Adv.] (In The New York Sun,
Aug. 12, 1947, p. 7) © 12Aug47;
AA3488.

A5 2646

Best & co., inc., claimant.

The permanent that looks natural. (In The
Montclair times, N. J., 5-16-46, p. 22)

Adv.

(c) 5-16-46; 1 c 5-28-46; New York; A5 2646.

AFP 6-24-46

A5 2212

Best & co., inc., claimant.

The permanent that looks natural. (In The New York sun, 5-6-46, p. 7)

Adv.

(o) 5-6-46; 1 o 5-13-46; New York; A5 2212.

AFP 5-27-46

BEST & COMPANY, INC. ©.

Permanents, machine or machineless.

[Adv.] (In Newark Evening News,
N. J., June 23, 1948, p. 9)

© 23Jun48; B5-6259.

KK 8605

Best and company, inc., claimant.

Pert choux ... News again! Linen, cool, crease-resistant, makes smart spectator dresses for the South ... (Misses Hats and dresses) [New York, Printed by New York sun] c1947.

clipping.

Print.

©16Jan47; author, New York; KK 8605.

elg 3-6-47

KK 5967

Best & co., inc., claimant

Pet campus wool - the white jacket [and]
Liliputian bazaar choice for school a - wool
jumper and a crisp white cotton blouse.
(Junior miss skirt and jacket and tot jumpers
and blouse) [New York, Printed by New York
journal American] c1946.

clipping.

Print.

(c) 8-29-46; 2 c 9-4-46; New York; KK 5967.

mge 10-31-46

KK 3345

Best & co., inc., claimant
Peter Pan piqué housecoat. (Women's
housecoat) [New York, Printed by New
York telegram] c1946.
clipping.

Print.
© 5-16-46; 2 c 5-18-46; New York;
KK 3345.

mgc 6-4-46

BEST AND COMPANY, INC. ©.

Petticoat dresses. Children's gloves.

(Children's gloves and dresses)

Clipping. © 11Apr49; KK36451.

BEST AND COMPANY, INC. ©

The petticoat influence extends
to shiny woven straws with inter-
changeable trim. (Misses' hats)
Clipping. © 29Jan48; KK19952.

BEST AND COMPANY, INC. ©.

Photographic prints..new Glentex silk
squares at 3.95 make delightful
Christmas gifts. (Misses' scarves)
Sheet. © 11Dec49; KK44636.

JAN 20 1950

BEST AND COMPANY, INC. ©.

Pick any color .. and have linen shoes
dyed to match. (Misses' shoes)
Clipping. © 6Jan49; KK31313.

BEST AND COMPANY, INC. ©.

The pick of Santa's pack, famous-name dolls. Young Cosmopolitan belles know that the right network assures a good reception. (Dolls for children, misses' gowns) Sheet. © 18Nov49; KK43971.

KK 3087

Best & co., inc., claimant
Picture dress for summer evenings.
(Women's evening dress) [New York,
Printed by New York times] c1946.
clipping.

Print.
© 5-2-46; 2 c 5-7-46; New York;
KK 3087.

mgc 5-29-46

BEST AND COMPANY, INC. ©.

Pigskin gloves. (Misses' gloves)

Clipping. © 27 Oct 47; KK18537.

KK 9646

Best and company, inc., claimant.

Pile-lined; Best's warm jacket [and]
Black for dates in soft, feminine Young
cosmopolitan dresses. (Boys' jacket and
misses' dresses) [New York, Printed by
New York times] c1946.

clipping.

Print.

© 11-5-46; 2 c 11-15-46; New York;
KK 9646.

pam 1-31-47

KK 9079

Best and company, inc., claimant

Pile-lined coat - corduroy slacks -
perfect outdoor outfit. (Boys' coat, ski cap
and slacks) [New York, Printed by New York
Journal American] c1946.

clipping.

Print.

c 10-10-46; 2 c 10-22-46; New York; KK 9079.

mgo 1-2-47

BEST AND COMPANY, INC. ©.

Pile-lined coat. (Men's jackets)

Clipping. © 2Dec48; KK30694.

BEST AND COMPANY, INC. ©.

The pinafore. (Misses' dress and
shoes) Clipping. © 29 Sep 47;
KK17420.

KK 2923

Best & co., inc., claimant

Pinafore ruffles on Peter Pan's crisp
printed pique [and] Chinoiserie for a
a perfect maternity dress. (Women's
dress and girls' playsuit) [New York,
Printed by New York times] cl946.
clipping.

Print.

© 4-23-46; 2 c 5-3-46; New York;
KK 2923.

mgc 6-11-46

KK 3770

Best & co., inc., claimant.

Pinafores are a favorite summer fashion at the Liliputian bazaar. (Tots pinafores) [New York, Printed by New York telegram] c1946.

clipping.

Print.

© 5-28-46; 2 c 6-4-46; New York;
KK 3770.

c f 6-24-46

BEST AND COMPANY, INC. ©.

Pique robe 8.95, hot weather delight.

Sheet. © 15May49; KK37879.

BEST AND COMPANY, INC. ©.

A place for everything in the carry-all by Rex. (Misses' cosmetics)

© 20Nov47; KK18909.

KK13198

Best & co., inc., claimant.

Plaid corduroy. (Children's clothes)

[New York, Printed by N. Y. times] c1947.
clipping.

Print.

© Best & co., inc., New York; 30Apr47;
KK13198. 25Jun47 rs

BEST AND COMPANY, INC., ©.

Plaid cotton knit. (Children's
clothes) Clipping. © 23Feb49;
KK33435.

BEST AND COMPANY, INC. ©

Plaid cotton knit. Calot. (Misses'
hats and children's clothes) Clip-
ping. © 2Mar49; KK33987.

BEST AND COMPANY, INC. ©.

Plaid cotton knit. Cotton flannel
nightclothes. (Children clothes.
Misses' nightclothes) Clipping.
© 26Aug48; KK26778.

BEST AND COMPANY, INC. ©.

Plaid cotton knit. Ebony blue and
pitch brown. (Children's clothes.
Misses' clothes) Clipping.

© 12Sep48; KK26933.

KK 3952

Best & co., Inc., claimant.

Plaid cotton ruffle playsuit. (Womens play-suit) [New York, Printed by New York times] c1946.

Clipping.

Print.

(c) 6-5-46; 2 o 6-11-46; New York; KK 3952.

APP 6-20-46

KK 4127

Best & co., inc., claimant.
Plaid cottons. (Women's dress)
[New York, Printed by New York telegram]
c 1946.
clipping.

Print.
© 6-13-46; 2 c 6-18-46; New York;
KK 4127.

cf 7-2-46

KK 2899

Best & co., inc., claimant

Plaid cottons for city or country.
(Womens dresses) [New York, Printed by
New York times] c1946.
clipping.

Print.

© 4-10-46; 2 c 5-3-46; New York;
KK 2899.

mgc 6-7-46

BEST AND COMPANY, INC. ©.

Plaid for some of our newest, prettiest girls' cottons. (Young girls' dresses) Clipping.

© 19Aug48; KK26173.

Best & co., inc., claimant.

Plaid in the classic tradition - Glen
Urquhart. (Misses' suit) [New York,
Printed by N. Y. sun] 1947.
clipping.

Print.

© Best & co., inc., New York; 4Aug47;
KK15151.

22Aug47 rs

BEST AND COMPANY, INC. ©.

Plaid jumper. Bright warmth for
wintry days ... (Girls' jumpers
and blouses) Sheet. © 14 Oct 49;
KK42738.

BEST AND COMPANY, INC. ©.

Plaid match. (Misses' dress)

Clipping. © 5Aug48; KK26918.

KK 8878

Best and company, inc., claimant.

Plaid shirt - corduroy slacks - perfect for school and play. (Boy's shirt and slacks) [New York, Printed by New York times] cl947.

clipping.

Print.

© 24Jan47; author, New York; KK 8878.

afp 27Feb47

BEST AND COMPANY, INC. ©.

Plaid swim suit - cotton, two piece,
rayon jersey lined. Sheet.

© 26Jun49; KK39492.

KK 2901

Best & co., inc., claimant

Plaid wool for a spring classic.

(Womens suit) [New York, Printed by
New York herald-tribune] c1946.
clipping.

Print.

© 4-10-46; 2 c 5-3-46; New York;
KK 2901.

mgc 6-7-46

KK 6558

Best & co., inc., claimant

Plaid wools; beloved separates for the
casual life. (Women's separates) [New York,
Printed by New York herald-tribune] c1946.
clipping.

Print.

(e) 10-2-46; 2 e 10-8-46; New York;
KK 6558.

mge 11-27-46

KK.4255

Best & co., inc., claimant.

Plaid worsted for a smart travel suit.
(Womens suit) [New York, Printed by
New York times] cl946.
clipping.

Print.

© 6-18-46; 2 c 6-26-46; New York;
KK 4255.

cf 7-9-46

BEST AND COMPANY, INC. ©.

Plaid worsted Shirtmaker. Handsewn
lambskin mittens or gloves.
(Misses' dress and gloves)

Sheet. © 14 Nov 49; KK43972.

BEST AND COMPANY, INC. ©.

Plaids. Boys' reefers. (Boys' and
girls' clothes) Clipping.

© 10Sep48; KK26916.

KK 5802

Best & co., inc., claimant

Plaids; star on campus. (Teen age dresses,
suits and slacks) [New York, Printed by
New York herald-tribune] cl946.

clipping.

Print.

(c) 8-18-46; 2 c 8-28-46; New York;
KK 5802.

mgo 11-8-46

BEST AND COMPANY, INC. ©

Plaids are gay. Warm, too, when
they're used in a wool wrap-
around robe. (Misses' robe)
Sheet. © 9Nov49; KKL43458.

KK 6044

Best & co., inc., claimant.

... Plaids are in great demand.
(Girl's dresses) [New York, Printed
by New York herald tribune]cl946.
clipping.

Print.

At head of title: From our imported
Glenconner coat to a little school ging-
ham.

© 9-3-46; 2 c 9-12-46; New York;
KK 6044.

zcr 10-24-46

BEST AND COMPANY, INC. ©

Plain with checks or checks with
plain - a fashion formula that
works both ways in smart gray
woolen. Specialists to boys and
girls - the inside story of Best's
outdoor clothes. (Misses' suits
and children's clothes) Sheet.

© 6Nov49; KK44579.

JAN 19 1950

BEST AND COMPANY, INC. ©.

Play clothes, a Best specialty.
Sheet. © 3Jul49; KK39497.

BEST AND COMPANY, INC. ©.

Play outfit. (Children's outfit)

Clipping. © 31 Dec 48; KK31303.

BEST AND COMPANY, INC. ©.

Play outfit. (Misses' play outfit)

Clipping. © 18Jul48; KK25676.

KK 4929

Best & co., inc., claimant.

Play shoes. (Children's shoes)

[New York, Printed by New York sun] cl946.
clipping.

Print.

© 7-17-46; 2 c 7-21-46; New York;
KK 4929.

cf 8-5-46

KK 3957

Best & co., inc., claimant.

Play shoes must be correctly lasted and well made if young feet are to grow properly. (Boys & girls shoes) [New York, Printed by New York journal American] cl946.

Clipping.

Print.

Q 6-7-46; 2 o 6-11-46; New York; KK 3957.

AFP 6-20-46

BEST AND COMPANY, INC. ©.

Play yard special! (Infants' play-
pen) Sheet. © 12Jun49; KK37902.

BEST AND COMPANY, INC. ©.

Playsuit. (Kisses' playsuit) Clip-
ping. © May 49; KK36439.

BEST AND COMPANY, INC. ©.

Play suit special! Sheet. © 19Jun49;
KK38473.

BEST AND COMPANY, INC.

Play suit success for girls [and]

Perfect for warm weather: pure
silk robe. (Girls play suit and
women's robe) Clipping. © 20Jul48;
KK25323.

KK 4676

Best & co., inc., claimant.

Playuits both functional and pretty;
Men's shorts three good cottons for walking,
tennis [and] swimming [and] Cool and pretty
eyelet-trimmed frocks of lovely Peter Pan
cotton. (Women's playsuit, men's shorts
and girls' dresses) [New York, Printed
by New York sun] cl946.

clipping.

Print.

© 6-28-46; 2 c 7-10-46; New York;

KK 4676.

cf 8-12-46

Best & co., inc., claimant.

Playuits. White on cool color [and]
Oxford cloth. (Misses' and mens' clothes)
[New York, Printed by N. Y. sun] cl947.
clipping.

Print.

© Best & co., inc., New York; 27 Jun 47;
KK14415.

5Aug47 rs

KK 3200

Best & co., inc., claimant.

Playtime cottons make girls look
their prettiest..are simple, and very
well done. (Girls play clothes) [New
York, Printed by New York times] © 1946.

clipping.

Print.

© 5-5-46; 2c 5-13-46; New York;
KK 3200.

5-30-46 rs

KK 3338

Best & co., inc., claimant

Playtime cottons make girls look their prettiest - are simple, and very well done (Girls' playclothes) [New York, Printed by New York herald tribune] cl946.
clipping.

Print.

© 5-12-46; 2 c 5-18-46; New York;
KK 3338.

mgc 6-3-46

BEST AND CO., INC., New York.

Pleated skirts, snug sweaters
and a white blouse....they're
separates from the Liliputian
Bazaar. (Children's clothes)

Clipping. © 25Aug47; KK15858.

Best & company, inc., claimant.

Pleats again! For a graceful new
dress [and] They're at that enthusias-
tic age and they "just love" our cottons
(Misses dress and children's dresses)
[New York, Printed by New York times]
cl947.

clipping.

Print.

© Best & co., inc., New York;
19Mar47; KK11643.

afp 21Apr47

BEST AND COMPANY, INC. ©.

Polka dot rayon, designed by Raymond.

(Misses' robe and lounging pajamas)

Sheet. © 14Jun49; FK38476.

BEST AND COMPANY, INC. ©.

Polka dot rayon, white dots on navy,
aqua or coral grounds. (Misses'
robe and pajama set) Sheet.

© 6Jun49; KK37892.

Best & co., inc., claimant.

Polka dots. [and] Big-brimmed felt.
(Misses' dresses and hats) [New York,
Printed by N. Y. sun] c1947.

clipping.

Print.

© Best & co., inc., New York; 12Jun47;
KK14130.

14Jul47 rs

BEST AND COMPANY, INC. C.

Polka dots [and] The new look?
(Misses' clothes) ① 25Nov47;
KK18923.

KK 1810

Best & co., inc., claimant
Polka dots for Young cosmopolitans.
(Cosmopolitan dress) [New York, Printed
by New York journal] cl946.
clipping.

Print.
© 3-14-46; 2 c 3-19-46; New York;
KK 1810.

mgc 5-20-46

BEST AND COMPANY, INC. ©.

The polo coat. (Misses' coat) Clip-
ping. © 10Nov47; KK18569.

BEST AND COMPANY, INC. ©.

The polo coat. (Misses' coat) Clip-
ping. © 8 Dec 48; KK30703.

BEST AND COMPANY, INC. ©

Polo coat. Sheet. © 23 Sep 49;
KK12316.

BEST AND COMPANY, INC. ©.

The polo coat, an enduring favorite.

(Misses' wool and camel hair coat)

Sheet. © 8Aug49; KK39560.

KK 9229

Best and company, inc., claimant.

... Polo coat of camel's hair-and-wool [and]
It's just about snowsuit time ... (Girls' coat
and children's snowsuits) [New York,
Printed by New York times] c1946.

clipping.

Print.

At head of title: For Young cosmopolitans.

© 10-20-46; 2 c 10-30-46; New York; KK 9229.

pam 1-21-47

BEST AND COMPANY, INC. C.

Poppies bloom in January to brighten
wintry moods, fur felts at 15.00.
(Misses' hats) Clipping. C 8Jan48;
KK19692.

BEST AND COMPANY, INC. C.

Poppies bloom in January to brighten
wintry moods - fur felts at 15.00
[and] Spice for 'Young Cosmopolitans'
winter wardrobes. (Misses' hats and dresses) Clipping.

© 23Jan48; KK19953.

Best & co., inc., claimant.

The popular closed silhouette in
navy blue. (Misses shoes) [New York,
Printed by New York world-telegram]
c1947.

clipping.

Print.

© author, New York; 13Feb47;
KK 10924.

pam 4-1-47

BEST AND COMPANY, INC. ©.

The popular little hat. (Misses' hats) Clipping. © 16Sep48;
KK34780.

Best & company, inc.

Popular suit-blouses. (Misses
blouses) [New York, Printed by New
York times] c1947.

clipping.

Print.

© Best & co., inc., New York,
30Mar47; KK11993.

afp 30Apr47

BEST AND COMPANY, INC. ©.

The portrait dress. String gloves.

(Misses' dress and children's gloves)

Clipping. © 220ct47; KK18423.

KK 6293

Best & co., inc., claimant

Portrait plaid rustling evening dress. Fine woven stripe cotton chambray by Dan River, for two charming sister cottons. (Women's dress and girl's dresses) [New York, Printed by New York times] c1946.

clipping.

Print.

Appl. title: Portrait plaid rustling evening dress and sister cottons.
© 9-20-46; 2c 9-25-46; New York; KK 6293.

egn 11-14-46

BEST AND COMPANY, INC. Q

Postillion coat. Quiet elegance, a
sumptuous fabric ... (Misses'
coat) Sheet. Q 28Sep49; KK41743.

KK 9659

Best and company, inc., claimant.

Pouff peplum for a smart dinner dress
[and] Lambskin collar and pile lining on
a boys' coat. (Evening dress and boys'
coat) [New York, Printed by New York
herald tribune] c1946.

clipping.

Print.

© 11-14-46; 2 c 11-20-46; New York;
KK 9659.

pam 2-1-47



BEST AND COMPANY, INC. ©.

A practical fashion revived; the
wool dress with matching jacket.
(Misses' suit dresses) Clipping.
© 22Sep48; KK27527.

BEST AND COMPANY, INC. ©.

Pram bag. (Infants' wrapper) Clip-
ping. © 23 Jan 49; KK32243.

BEST AND COMPANY, INC. ©.

Pre-Christmas special, your favorite
permanent. [Adv.] (In Newark
Sunday news, Nov. 27, 1949, p. 35)
© 27Nov49; B5-12511.

JAN 3 0 1950

BEST AND COMPANY, INC. ©.

The precise patterns, rich, shining
fabric. (Misses' dresses) Clip-
ping. © 3Mar48; KK21486.

KK 3954

Best & co., inc., claimant.

Prep-size suit of William Whitman's sturdy gabardine. (Boys suit) [New York, Printed by New York world telegram] c1946.

Clipping.

Print.

(c) 6-7-46; 2 c 6-11-46; New York; KK 3954.

AFP 6-20-46

BEST AND COMPANY, INC. ©.

The prettiest girl at the party.

Christmas gloves. (Misses'
dresses. Children's gloves) Clip-
ping. © 21Nov48; KK30553.

KK 4737

Best & co., inc., claimant.

Pretty and functional playsuit. (Womeric
playclothes) [New York, Printed by New
York sun] c1946.

clipping.

Print.

© 7-10-46; 2 c 7-13-46; New York;
KK 4737.

cf 7-31-46

KK 3951

Best & co., inc., claimant.

Pretty blouses to complement summer skirts
or shorts. (Womens blouses) [New York,
Printed by New York herald tribune] c1946.

Clipping.

Print.

(c) 6-5-46; 2 e 6-11-46; New York; KK 3951.

AFP 6-20-46

KK 501

Best & co., inc., claimant.

Pretty blouses make wonderful gifts.
(Misses blouses) [New York, Printed by
N. Y. journal-American] c1945.
clipping.

Print.

© 12-7-45; 1 c 12-29-45; 1 c 1-11-46;
New York; KK 501.

mgc 4-2-46

KK 4926

Best & co., inc., claimant.

Pretty cotton for Young cosmopolitans.
(Young cosmopolitan dress) [New York,
Printed by New York world telegram] cl946.
clipping.

Print.

© 7-16-46; 2 c 7-21-46; New York;
KK 4926.

cf 8-5-46

KK 4673

Best & co., inc., claimant.

Pretty cottons. (Girls' dresses)
[New York, printed by New York times] cl946
clipping.

Print.

© 6-26-46; 2 c 7-10-46; New York;
KK 4673.

cf 8-12-46

KK 3202

Best & co., inc., claimant.

Pretty cottons for summer blouses.
(Women's blouses) [New York, Printed
by New York sun] © 1946.

clipping.

Print.

© 5-7-46; 2c 5-13-46; New York;

KK 3202.

5-30-46 rs

KK 3960

Best & co., inc., claimant.

Pretty cottons from the young cosmopolitan shop tell a new neckline story. Boys' raincoat of lightweight plastic-coated fabric. (Boys' raincoat and young cosmopolitan dress) [New York, Printed by New York sun] c1946.

Clipping.

Print.

(c) 6-7-46; 2 c 6-11-46; New York; KK 3960.

AFP 6-21-46

Best & co., inc., claimant.

Pretty dresses. [and] New! the padre-brim suit
hat. (Misses hat. Children's dresses) [New
York, Printed by N. Y. sun] cl947.
clipping.

Print.

(C) author, New York; 25Feb47; K11055.

elg 4-4-47

KK 10788

Best & co., inc., claimant.

... Pretty dresses ... (Children's
dresses) [New York, Printed by New
York times] © 1947.

clipping.

Print.

At head of title: New variations
on a favorite theme.

© author, New York; 2Feb47;

KK 10788.

vm 3-18-47

KK 2909

Best & co., inc., claimant

Pretty dresses for Easter and after.
(Women's dresses) [New York, Printed by
New York world telegram] cl946
clipping.

Print

© 4-15-46; 2 c 5-3-46; New York;
KK 2909.

mgc 6-7-46

KK 473

Best & co., inc., New York, claimant.

A pretty gown designed by Chevette. (Misses nightgown) [New York, Printed by New York herald tribune] 1946.

clipping.

Print.

(c) 1-15-46; 2 c 1-20-46; KK 473.

mrm 4-3-46

KK12518

Best & co., inc., claimant.

Pretty new cottons. (Misses' clothes)
[Chicago, Printed by Chicago tribune]
c1947.

clipping.

Print.

© Best & co., inc., New York; 20Apr47;
KK12518.

19May47 rs

BEST AND COMPANY, INC. ©.

Pretty picture--red-and-navy rayon
teen taffeta. (Misses' dress) Clip-
ping. © 4Mar48; KK21485.

BEST AND COMPANY, INC. ©.

Pretty pinafore - it's crisp and cool.

Sheet. © 24Jun49; KK38489.

BEST AND COMPANY, INC. ©.

Pretty pleats - nylon tricot gown,
permanently pleated ... (Misses'
nightgown) Sheet. © 14 Dec 49;
KK46247.

MAR - 7 1950

KK 9642

Best and company, inc., claimant.

Pretty, pretty .. a sheer cotton dotted swiss. (Girls' dress) [New York,
Printed by New York herald tribune]
c1946.

. clipping.

Print.

© 11-22-46; 2 c 12-2-46; New York;

KK 9642.

pam 1-31-47

KK 1673

Best & co., inc., claimant.

Pretty prints; quality is the best buy in
boys' suits; sun pinafore of washable pique.
(Women's dresses, boys' suits, sun dress)

[New York, Printed by N. Y. herald tribune] c1946.

clipping.

Print.

© 3-8-46; 2 c 3-12-46; New York; KK 1673.

vf 5-16-46

BEST AND COMPANY, INC. ©.

A pretty profile, accentuated by a
cunningly draped felt hat ...

(Misses' hats) Sheet. © 26Oct49;
KK42753.

BEST AND COMPANY, INC. ©.

Pretty snow suit. Clipping.

© 3 Dec 48; KK30696.

KK 9890

Best & co., inc., claimant.

Pretty suit-dress for mothers-to-be
[and] Downy sweater of angora-and-wool.
(Maternity dress. Misses sweater)

[New York, Printed by New York sun]
c1946.

clipping.

Print.

© 12-3-46; 2 c 12-13-46; New York;
KK 9890.

zcr 1-17-47

KK 9329

Best and company, inc., claimant

Pretty suit-mates [and] Saturday nighters ..
pretty fashions from the Young cosmopolitan
shop. (Girls' blouses and misses' dresses)
[New York, Printed by New York sun] c1946.
clipping.

Brint.

(c) 11-1-46; 2 c 11-6-46; New York; KK 9329.

mgo 1-13-47

KK 4285

Best & co., inc., claimant.

Preview of cottons for spring.
(Little girls dresses) [New York,
Printed by New York journal American]
c1946.

clipping.

Print.

© 1-31-46; 1 c 2-3, 1 c 6-5-46;
New York; KK 4285.

cf 7-13-46

C

Best & co., inc., claimant.

Price is noteworthy. (Misses' slip)
[New York, Printed by N. Y. Journal
American] c1947.

clipping.

Print.

© Best & co., inc., New York; 12Aug47;
KK15168.

22Aug47 rs

KK12522

Best & co., inc., claimant.

Priced-to-please, dancing cottons.
(Misses gowns). [New York, Printed by
N. Y. times] c1947.

clipping.

Print.

© Best & co., inc., New York; 23Apr47;
KK12522. 19May47 rs

BEST & CO., INC., New York.

Primly pretty, our cotton gown is
also good and warm. (Misses'
nightgown) Clipping. © 10Sep47;
KK16154.

KK 2925

Best & co., inc., claimant

Printed cotton broadcloth for the new
drawstring playsuit [and] new swim suits.
(Girls' playsuit and women's swim suit)
[New York, Printed by New York herald-
tribune] c1946.
clipping.

Print.

© 4-24-46; 2 c 5-3-46; New York;
KK 2925.

mgc 6-11-46

BEST AND COMPANY, INC. ©.

Printed silk. (Misses' printed dress)

Clipping. © 30Mar49; KK35017.

BEST AND COMPANY, INC. ©.

Printed silk. Summer tailored suit.

(Misses' dresses and suit) Clipping.

© 28Apr49; KK36764.

KK 2887

Best & co., inc., claimant

Prints and checks are favorites at
the Liliputian bazaar. (Tots' dresses)
[New York, Printed by New York times]
cl946.

clipping.

Print.

© 4-2-46; 5-3-46; New York;
KK 2887.

mgc 6-7-46

BEST AND COMPANY INC. ©.

Prints bloom under dark furs. (Misses' dresses) Clipping. © 28 Dec 47;
KK19539.

BEST AND COMPANY, INC. ©.

Prints - prints - prints. (Misses' print dresses) Clipping. © 7Apr49;
KK35006.

BEST AND COMPANY, INC. ©.

Prints reflect the gay mood. (Misses'
gowns) Clipping. © 6May49;
KK36443.,

Best & co., inc., claimant.

Prized for perfect tailoring....
*Shirtmakers exclusive with Best's.
(Misses dresses) [New York, Printed
by New York sun] c1947.

clipping.

Print.

Appl. title: Shirtmakers exclusive
with Best's.

© author, New York; 17Feb47;
KK 10930.

pam 4-2-47

BEST AND COMPANY, INC. ©.

Production-line efficiency with the
Liliputian Bazaar's bathtime
essentials. (Children's accessories)
Sheet. © 4Jan50; KK46041.

MAP - 6 1950

BEST AND COMPANY, INC. ©.

The profile hat. (Misses' hats)

Clipping. © 23 Oct 47; KK18428.

BEST AND COMPANY, INC. C

A prom dress in a delicate fabric.

(Misses' gowns) Clipping. C 21 May
48; KK23901.

BEST AND COMPANY, INC. ©.

Prom perfect, a lovely froth of two-toned nylon net ... Best's adds something new to boys' outfitting.
(Misses' gown, boys' clothes)

Sheet. © 14Sep49; KK41213.

BEST AND COMPANY, INC. ©.

Prom trotter. (Misses' gown) Clip-
ping. © 11Aug48; KK26018.

BEST AND COMPANY, INC. ©.

✓ Proof that beauty comes in boxes:

✓ Elizabeth Arden kits to put beneath
her Christmas tree. ✓ (Cosmetics)
Sheet. © 11 Dec 49; KK44904.

2 fitter



FEB 1 1950

BEST AND COMPANY, INC. ©.

Puerto Rican handmades. Christmas
sales! Liliputian Bazaar. (Miss-
es' lingerie. Children's clothes)
Clipping. © 8Dec48; KK30702.

BEST AND COMPANY, INC. ©.

Puerto Rican handmades. The season's
first prints. (Misses' lingerie
and dresses) Clipping. © 15 Dec 48;
KK31054.

KK 8872

Best and company, inc., claimant.

Pure camel hair makes a coat to
treasure. (Misses coat) [New York,
Printed by New York herald tribune]
cl947.

clipping.

Print.

© 22Jan47; author, New York; KK 8872.

afp 27Feb47

KK13202

Best & co., inc., claimant.

Pure linens. (Misses dresses)
[New York, Printed by N. Y. journal
American] c1947.

clipping.

Print.

© Best & co., inc., New York; 5May47;
KK13202.

25Jun47 rs

KK 6292

Best & co., inc., claimant

Pure silk. Cardigan suit of Forstmann flannel.
She mixes or matches her good wool separates.
(Women's blouse and suits) [New York, Printed by
New York sun] cl946.

clipping.

Print.

Appl. title: Pure silk and cardigan suit of
Forstmann flannel.

©9-19-46; 2c 9-25-46; New York; KK 6292.

egn 11-1-46

BEST AND COMPANY, INC. ©.

Pure silk. (Misses' dresses)

Clipping. © 1 Dec 48; KK30541.

BEST AND COMPANY, INC. ©.

Pure silk dresses. (Misses' dresses)

Clipping. © 11Feb49; KK33013.

KK 9734

Best & co., inc., claimant

Pure silk Lili handmades exclusive with
Best's. (Lingerie) [New York, Printed by
New York times] c1946.

clipping.

Print.

(c) 11-24-46; 2 c 12-5-46; New York; KK 9734.

mgc 1-30-47'

Best & co., inc., claimant.

Pure silk print. Fresh blouse, pleated
skirt [and] New cotton gloves. (Misses
dress, gloves, skirt and blouse)
[New York, Printed by New York sun]
c1947.

clipping.

Print.

© author, New York; 19Feb47;
KK 10933.

pam 4-3-47

BEST AND COMPANY, INC. ©.

Pure silk shantungs. (Misses' clothes)
Clipping. © 7Jan49; KK31676.

Best & co., inc., claimant.

Pure silk squares at a low 3.95.
("Misses' scarves) [New York, Printed by
N. Y. herald tribune] c1947.
clipping.

Print.

© Best & co., inc., New York; 13 May 47;
KK14499.

7 Aug 47 rs

KK 4735

Best & co., inc., claimant.

Pure spun silk for Young cosmopolitans.
(Young cosmopolitan dress) [New York,
Printed by New York journal American] c1946.
clipping.

Print.

© 7-9-46; 2 c 7-13-46; New York; KK 4735

cf 7-31p46

BEST AND COMPANY, INC. C.

Pure white. (Misses' bridal gown)

Clipping. C 270ct47; KK18536.

BEST AND COMPANY, INC. ©.

Purely enchanting. The Liliputian Ba-
azaar is chock full of corduroy.
(Misses' hats and children's clothes)
Clipping. © 18Feb48; KK21481.

KK 7497

Best and company, inc., claimant

Quality flannels [and] Matched classics in
fine Glen plaid. (Boys' suits and women's coat)
[New York, Printed by New York herald tribune]
cl946.

clipping.

Print.

(C) 8-15-46; I c 8-21-46, 1 c 11-15-46;
New York; KK 7497.

mgc 12-27-46

BEST AND COMPANY, INC. ©.

A quartet of resort colors. Capeskin-finished lambskin gloves. (Misses' stockings and gloves) Clipping.

© 15 Dec 48; KK31053.

BEST AND COMPANY, INC. ©.

The question of your good fall suit.
(Misses' suits) Clipping. © 18Sep
47; KK17425.

BEST AND COMPANY, INC. ©.

Quick-change artists find fresh white
blouses wonderful wardrobe re-
freshers. Clipping. © 27Jul49;
KK39333.

KK 8357

Best & co., inc., claimant.

Quilted robe of gleaming rayon taffeta.
(Misses robe) [New York, Printed by New York
journal American] cl946.

clipping.

Print.

C 18Dec46; 2c 6Jan47; author, New York;
KK 8357.

lg 2-7-47

BEST & CO., INC., New York.

Quite a find! The little frock
that is both warm and pretty.
(Children's dresses) Clipping.

© 15Sep47; KK16147.

KK 6555

Best & co., inc., claimant

R. A. F. escape maps to tie up your curls.
(Women's kerchief) [New York, Printed by
New York herald tribune] c1946.
clipping.

Print.

① 9-25-46; 2 e 10-8-46; New York;
KK 6555.

mge 11-27-46

BEST AND COMPANY, INC. ©.

Racing to success - leather jacket. ✓

Skating, skiing, sliding, your
Christmas gift goes along. (Boys'
leather jacket) Sheet. © 5Dec49;
KK44902.

FEB 1 1950

BEST AND COMPANY, INC.

Radiant new hair color by Roux.

cAdv.3 (In the New York herald
tribune, Mar. 9, 1952, p. 26)

© Best and Co., inc.; 9Mar52;
B5-20506.

KK 5962

Best & co., inc., claimant

Rain or shine [and] Hand-sewn gloves by
Dawmelle. (Girls' rain coat and women's
gloves) [New York, Printed by New York sun]
cl946.

clipping.

Print.

(c) 8-27-46; 2 c 9-4-46; New York; KK 5962.

mgo 10-31-46

Best & co., inc., claimant.

Rain or shine. (Children's coats)
[New York, Printed by N. Y. world-
telegram] cl947.

clipping.

Print.

© Best & co., inc., New York;
7Aug47; KK15163.

22Aug47 rs

BEST AND COMPANY, INC. ©.

Raincoat. Gray flannel. (Misses'
coat and suit) Clipping.

© 13Oct48; KK28186.

KK13209

Best & co., inc., claimant.

Raincoats. [and] Summery rayons.

(Misses' clothes. Girls' raincoat)

[New York, Printed by N. Y. sun] c1947.

clipping.

Print.

© Best & co., inc. New York; 9May47;

KK13209.

25Jun47 rs

AA 29600

Roecker, Raymond Hutchins, 1921- comp.
G. I. talk ...

2-20-47

BEST AND COMPANY, INC. ©.

Rambler rose. Lots of cottons.

(Misses' and girls' dresses)

Clipping. © 6May48; KK23127.

BEST & COMPANY, INC. ©

Rambler rose housecoat. Protection
against April showers: smart and
practical raincoats. Clipping.

© 15Apr48; KK22532.

KK 10177

Best and company, inc., claimant.

Rare camel hair makes a coat to
treasure. (Misses' coat) [New York,
Printed by New York sun] cl946.

clipping.

Print.

© 11Dec46; author, New York; KK 10177.

dao 2-11-47

KK 6561

Best & co., inc., claimant

Raylaine makes a warm nightshirt.

(Women's nightshirt) [New York, Printed by
New York Journal-American] c1946.

clipping.

Print.

• 10-3-46; 2 c 10-8-46; New York;
KK 6561.

mgo 11-27-46

BEST AND COMPANY, INC. ©.

Rayon crepe lingerie. (Misses' lingerie)
Clipping. © 9Feb49; KK32266.

BEST AND COMPANY, INC. ©

Rayon crepe slips [and] Special pur-
chase pigskin gloves. Sheet.

© 17 Aug 49; KK39549.

BEST AND COMPANY, INC. ©

Rayon crepe slips, trimmed with rayon
satin. (Misses' slips) Clipping.

© 3Mar49; KK33981.

BEST AND COMPANY, INC. ©.

Rayon faille. (Misses' dress)

Clipping. © 1Aug48; KK26156.

Best & company, inc.

Rayon faille. (Misses suits)

[New York, Printed by New York world-
telegram] cl947.

clipping.

Print.

© Best & co., inc., New York; 2⁴pr47;
KK11999.

afp 30⁴pr47

BEST AND COMPANY, INC. ©.

Rayon faille ideal between-season
fabric ... (Misses' two-piece
dress) Sheet. © 31Jul49; KK39556.

BEST AND COMPANY, INC. ©.

Rayon faille. The initialed shirt
collar buttons on over a man-
darin collar. (Young girls'
dress) Clipping. © 21Sep48;
KK27063.

BEST AND COMPANY, INC. ©.

Rayon foulard. Tie-patterned print,
to strike a cheery note beneath
winter wraps ... (Misses' dress)
Sheet. © 25Jan50; KK46532.

MAR 20 1950

BEST AND COMPANY, INC. ©.

Rayon foulards. (Misses' dresses)

Clipping. © 27 Oct 48; KK28422.

BEST AND COMPANY, INC. ©.

Rayon foulards. (Misses' dresses)

Clipping. © 4Feb49; KK32269.

BEST AND COMPANY, INC. ©

Rayon jersey. (Girls' underclothes)

Clipping. © 4Mar49; KK33977.

KK 698

Best & co., inc., claimant.

Rayon jersey print made for young cosmopolitans. (Jr. miss dress) [New York, Printed by New York world telegram] cl946.

Clipping.

Print.

(c) 1-25-46; 2 c 1-29-46; New York; KK 698.

AFP 4-2-46

BEST AND COMPANY, INC. ©.

Rayon lace. Classic tennis dresses.

Brand new ... cotton knit. (Misses'
clothes; children's swimsuits)

Clipping. © 3Jun48; KK23840.

BEST AND COMPANY, INC. ©

Rayon print, 12.95. (Misses' dress)
Clipping. © 20Feb49; KK33996.

BEST AND COMPANY, INC. ©.

Rayon robe. Pure silk squares.

(Misses' robe and silk scarves)

Clipping. © May 49; KK36438.

BEST AND COMPANY, INC. ©.

Rayon satin. (Misses' dresses)

Clipping. © 6Nov47; KK18576.

BEST AND COMPANY, INC. ©

Rayon satin stripes. Taffeta. (Misses'
gown. Girls' dress) Clipping. ©
18Sep47; KK17424.

BEST AND COMPANY, INC. ©.

Rayon shantung. (Misses' dress)

Clipping. © 17Jun48; KK25147.

Best & co., inc., claimant.

Rayon shantung. (Misses' dress)
[New York, Printed by N. Y. herald-tribune
c1947.

clipping.

Print.

© Best & co., inc., New York; 21May47;
KK14498.

7Aug47 rs

BEST AND COMPANY, INC. ©.

Rayon shantung [and] Wash slacks.

(Misses' dress [and] Boys' slacks
and shirts) Clipping. © 25Jun48;
KK24752.

BEST AND COMPANY, INC. ©.

Rayon sheer. (Misses' dress) Clip-
ping. © 30Jun48; KK24917.

BEST AND COMPANY, INC. ©.

Rayon slipper satin. (Misses' dinner dresses) Clipping. © 24 Sep 48;
KK27521.

BEST AND COMPANY, INC. ©.

Rayon slipper satin. (Misses'
dresses) Clipping. © 14 Sep 48;
KK26930.

BEST AND COMPANY, INC. ©.

Rayon suit. Summer gabardines.

Clipping. © 28Apr48; KK22912.

BEST AND COMPANY, INC. ©.

Rayon taffeta, a festive fabric.

(Misses' dresses) Sheet.

© 20ct49; KK42320.

BEST AND COMPANY, INC. ©.

Rayon taffeta. (Misses' dress) Clip-
ping. © 12Nov47; KK18567.

BEST AND COMPANY, INC. ©.

Rayon taffeta. Purse kit. Cape stole.

(Misses' dresses, stole and cosmetic kit) Sheet. © 10Jul49;

KK39502.

BEST AND COMPANY, INC. ©.

Rayon taffeta for teens. (Young
girls' dress) Clipping.
© 130ct48; KK28420.

BEST AND COMPANY, INC. ©.

Rayon tissue faille. Baby goes bye-
bye. (Misses' dresses. Infants'
traveling items) Sheet.

© 10Jul49; KK38396.

BEST AND COMPANY, INC. ©.

Rayon tissue faille. (Misses'
dress) Clipping. © 6Oct48;
KK27718.

BEST AND COMPANY, INC. ©.

Rayon tissue faille. (Misses' dress-
es) Clipping. © 5Jan49; KK31311.

BEST AND COMPANY, INC. ©.

Rayon tissue faille, a dress that
goes to tea, to a matinee, to an
evening of Canasta with equal
taste. Sheet. © 14 Sep 49; KK41367.

BEST AND COMPANY, INC. ©.

Rayon tissue faille [and] Beautiful
handmades. (Misses' dress [and]
Toddlers' dresses) Clipping.
© 4Jul48; KK24913.

BEST AND COMPANY, INC. ©.

Rayon tissue faille [and] Fall hats
with saucy feather trim. (Woman's
dress and ladies' hats) Clipping.

© 29Jul48; KK25393.

BEST AND COMPANY, INC. ©.

Rayon tissue faille, perfect for
holidays. (Misses' dresses)
Sheet. © 28Nov49; KK43982.

BEST AND COMPANY, INC. ©.

Ready for a swim. (Child's swim
suit) Clipping. © 23Jun48;
KK28611.

KK 9085

Best and company, inc., claimant

Ready for one of the day's most appealing
interludes .. in warm robes from the
Liliputian bazaar. (Tots' robes) [New
York, Printed by New York times] cl946.
clipping.

Print.

① 10-15-46; 2 c 10-22-46; New York; KK 9085.

mgo 1-3-47

Best & co., inc., claimant.

Ready now.. Best's famous exclusive in smart
outfits for girls, Lewispun tweed. (Childrens
clothes) [New York, Printed by New York journal
American] c1947.

clipping.

Print.

(C) Best & co., inc., New York; 7Mar47; KK11277.

elg 4-9-

47

BEST AND COMPANY, INC. ®.

A reasonable facsimile of a natural
wave at a better-than-reasonable
price: Best's own Reverse curl
permanent, 12.50. [Adv.] (In
New York world-telegram and The
Sun, Feb. 6, 1951, p. 11) ® 6Feb51;
B5-16527.

MAR - 6 1951

BEST AND CO., INC., New York.

Recognize it? (Misses' dresses)

Clipping. © 4 Sep 47; KK15878.

KK12534

Best & co., inc., claimant.

Reduced polo coats. [and] *Young
Cosmopolitans ... pretty date dresses.
(Lasses' dresses and coats) [New York,
Printed by N. Y. sun] c1947.

clipping.

Print.

© Best & co., inc., New York; 2May47;
KK12534. 19May47 rs

-KK 2883

B est & co., inc., claimant

The reefer with removable lining is
wool tweed. (Boys' reefer) [New
York, Printed by New York journal
American] cl946.

clipping.

Print.

Application title: Wool tweed.

© 3-29-46; 2 c 5-3-46; New York;
KK 2883.

mgc 6-7-46

BEST AND COMPANY, INC. ©

Reflections of spring for Young Cos-
mopolitans. Girls' cottons.

(Girls' dresses, misses' clothes)
Clipping. © 25Mar49; KK34951.

BEST AND CO., INC., New York.
Reflection of the season's ele-
gance in black rayon satin
(and) Felts with draped veil-
ing. (Misses' dress and hats)
Clipping. ① 27Aug47; KK15869.

BEST AND COMPANY, INC. ©

Regulation reefer. Best-flex.

(Boys' coat set and shoes) Clip-
ping. © 5Mar48; KK21780.

KK 1480

Best & co., inc., claimant.

Removable linings and fine woolens make Best's
boys' reefers practical, long wearing and smart.
(Boys' coats) [New York, Printed by New York
journal American] c1946.

Clipping.

Print.

(c)

2-22-46; 2 c 3-3-46; New York; KK 1480.

AFP 4-24-46

BEST AND COMPANY, INC. ©.

A renowned travel item: Charmeen
gabardine. (Women's suits) Clip-
ping. © 25Jul48; KK25389.

K 4083

Best & co., inc.

Required for college. (In the New
York sun, 8-19-46, p. 7)
sheet $1\frac{1}{4}$ x $7\frac{3}{4}$ ".

Print.

© 8-19-46; 1c 8-28-46; Best & co.,
inc., New York; K 4083.

mfp 10-21-46

BEST AND COMPANY, INC. ©

Required for graduation. (Misses' gowns) Clipping. © 12 May 48;
KK23363.

BEST AND COMPANY, INC. Q.

Return of a favorite: The polo coat
[and] Coolness assured. (Misses'
coat and dress) Clipping.

© 12 July 48; KK25138.

BEST AND COMPANY, INC. ©

Reverse-curl permanent. [Adv.] (In
The New York times, Sept. 4, 1949,
p. 20) © 4 Sep 49; B5-11542.

BEST AND COMPANY, INC. ©.

Reversible. (Boys' reversible jacket)
et) Clipping. © 12Dec48; KK31075.

BEST AND COMPANY, INC. ©.

Reversible. A raincoat on one side,
a topcoat on the other. Sheet.

© 9 Sep 49; KK41369.

BEST AND COMPANY, INC. ©.

Reversible. Wonderful jacket with
real warmth and no end of useful-
ness. Sheet. © 11Sep49; KK41368.

BEST AND COMPANY, INC. ©.

Reversible [and] Tweed and jersey.

(Girls' reversible. Misses' separates)
Sheet. © 17Aug49; KK39551.

BEST & COMPANY, INC. ©.

The reversible coat. The jacket plus
a skirt. (Misses' clothes. Girls'
coats) Clipping. © 8Apr48;
KK22522.

BEST AND COMPANY, INC. ©.

The reversible coat. Smooth woven
straws. (Misses' hats) Clipping.

© 23Apr48; KK22920.

BEST AND COMPANY, INC. ©.

Reversible coats. (Girls' coats)

Clipping. © 23Nov48; KK30555.

BEST AND COMPANY, INC. ©

Reversible low-priced exclusive,
19.95. (Boys' reversible jack-
et) Sheet. © 14 Nov 49; KK43966.

BEST AND COMPANY, INC. ©.

Revlon manicure kit. Intoxication.

(Cosmetics) Clipping. © 12 Dec 48;
KK30684.

BEST AND COMPANY, INC. ©.

Ribbons and bows - a pretty touch on
Treo girdles. (Misses' girdle and
bra) Sheet. D 7Jul49; KK38397.

BEST AND COMPANY, INC. ©.

Ribbons and bows. Shirtmaker. (Misses' girdle, bra and dress) Clip-ping. © 18May49; KK36783.

BEST AND COMPANY, INC. ©.

Rich fabric. Black or navy rayon
taffeta ... (Misses' dresses)
Sheet. © 160ct49; KK42737.

BEST AND COMPANY, INC. ©.

The right carriage. Warm coats and
comforts. (Infants' carriage and
accessories) Clipping.

© 180ct48; KK28196.

KK 478

Best & co., inc., New York, claimant.

Right for winter sports. (Misses sweaters,
ski jacket, pants, coats) [New York, Printed
in New York sun] c1946.

clipping.

Print.

c 1-17-46; 2 c 1-20-46; KK 478.

mrm 4-3-46

Best & co., inc., claimant.

Right now is a good time to come in
for a Gamine permanent. [Advertisement]
(In New York times, July 16, 1947, p.6L)

© Best & co., inc., New York;
16Jul47; B5 1319.

25Aug47 rs

BEST AND COMPANY INC. ©.

Right now we've a gay collection of
young cosmopolitan fashions. (Miss-
es' clothes) Clipping. © 28Dec47;
KK19541.

BEST AND COMPANY, INC. ©

Right out of the Liliputian Bazaar.

Children's gloves. (Children's
clothes and gloves) Clipping. ©

23Mar48; KK23910.

BEST AND COMPANY, INC. ©.

Rock-a-bye baby. (Infants' crib and
clothes) Clipping. © 9May49;
KK36429.

BEST AND COMPANY, INC. ©.

The romantic charm of another era.
(Misses' dresses) Clipping.

© 9Jan48; KK19688.

BEST AND COMPANY, INC. ©.

Romanticist. (Misses' bridal gown)

Clipping. © 27 May 49; KK37142.

BEST AND COMPANY, INC. ©.

Roomy handbag. Outdoor jackets.

(Misses' handbags. Boys' jackets)

Clipping. © 210ct48; KK28202.

BEST AND COMPANY, INC. ©.

Rough 'n' tough corduroy jacket.

Sheet. © 21Nov49; KK43977.

BEST AND COMPANY, INC. ©.

Rough stuff. (Boys' jacket) Clip-
ping. © 30ct48; KK28180.

Best & co., inc., claimant.

Rounded hips, mermaid drape on a young
rayon chantung. (Misses' dress) (New York,
Printed by N. Y. world-telegram) c1947.
clipping.

Print.

© Best & co., inc., New York; 26Jun47;
CK14973.

15Aug47 rs

BEST AND COMPANY, INC. ©

A royal robe .. delightfully debonair
for an evening by your fireside.
(Misses' lounging robes) Clipping.

© 27Nov48; KK31290.

BEST AND COMPANY, INC. ©.

Rubber soles. Pure silk prints.

(Misses' dresses, girls' shoes)

Clipping. © May 48; KK23128.

KK 3658

Best & co., inc., claimant.

Ruffled sunsuit of Bates fine printed
cotton. (Childs sunsuit) [New York,
Printed by New York world telegram]
© 1946.

clipping.

Print.

© 5-22-46; 2c 5-28-46; New York;
KK 3658. 6-14-46 rm

BEST AND COMPANY, INC. ©.

Ruson gloves. (Men's gloves) Clip-
ping. © 28Nov48; KK30536.

KK 3662

Best & co., inc., claimant.

Rustiquita blouses. (Misses blouses)
[New York, Printed by New York times]
© 1946.

clipping.

Print.

© 5-23-46; 2c 5-28-46; New York;

KK 3662.

6-14-46 rs

BEST AND COMPANY, INC. ©.

✓ The rustle of silk paper taffeta -
advance notice of spring. ✓ Here
they are the new Liliputian Bazaar
corduroys. ✓✓ (Misses' dresses &
children's outfits) Sheet.
© 29Jan50; KK46541.

MAR 20 1950

BEST AND COMPANY, INC. ©.

Rustling. (Misses' dress) Clip-
ping. © 10ct48; KK27712.

BEST AND COMPANY, INC. ©.

Rustling fabric. (Misses' dress)

Clipping. © 15Aug48; KK26159.

KK 6780

Best & co., inc., claimant
Saab lingerie; Puerto Rican hand-mades.
(Women's slip and night gown) [New York,
Printed by New York world telegram] c1946.
clipping.

Print.

8-1-46; 2 o 8-28-46; New York;
KK 6780.

mge 12-2-46

Best & company, inc.

Saab's dainty slip made in Puerto Rico. (Misses slips) [New York, Printed by New York sun] cl946.
clipping.

Print.

© Best & co., inc., New York;
13Dec46; KK11990.

afp 30^Apr47

Best & co., inc., claimant.

Sailing blue. [and] *Young Cosmopolitan
cottons. (Misses' clothes) [New York,
Printed by N. Y. sun] c1947.

clipping.

Print.

© Best & co., inc., New York; 13 Jun 47;
KK14131.

14 Jul 47 rs

BEST AND COMPANY, INC. ©.

Sailing blue. (Girls' denim outfit)

Clipping. © 20Apr49; KK36432.

Best & co., inc., claimant.

Sailing blue. (Misses' clothes)
[New York, Printed by N. Y. journal] c1947.
clipping.

Print.

© Best & co., inc., New York; 12Jun47;
KK14129.

14Jul47 rs

KK 4670

Best & co., inc., claimant.

Sailing blue short overalls. (Women's
short overalls) [New York, Printed by
New York journal American] cl946.
clipping.

Print.

© 6-26-46; 2 c 7 10-46; New York;
KK 4670.

cf 8-9-46

BEST AND COMPANY, INC. ©.

Sailing blues ... Best's denim
specialty. (Children's overalls
and shirts) Sheet. © 2Jun49;
KK38478.

BEST AND COMPANY, INC. ©.

Sailing blues. (Girls' clothes)

Clipping. © 23Apr48; KK22919.

BEST AND COMPANY, INC. ©.

Sailing blues. (Misses' casual clothes) Clipping. © 5May49; KK36075.

BEST & COMPANY, INC. ©.

Sailing blues. (Misses' playclothes)

Clipping. © 11Apr48; KK22525.

KK12260

Best & co., inc., claimant.

... Sailing blues. (Misses' clothes)
[New York, Printed by New York sun]

c1947.

clipping.

Print.

© Best & co., inc., New York; 17Apr47;
KK12260.

16^{May}47 rs

BEST AND COMPANY, INC. ©.

Sailing blues. (Misses' sport
clothes) Clipping. © 9Mar49;
KK33967.

BEST AND COMPANY, INC. ©.

Sailor suit. (Boys' sailor suit)

Clipping. © 9Jun48; KK25668.

Best & co., Inc., claimant.

Sale: English doeskin-finished lamb-skin gloves. (Misses' gloves) [New York, Printed by N. Y. Journal-American] el947.

clipping.

Print.

© Best & co., Inc., New York; 14 Jul 47;
111,985.

15 Aug 47 rs

FEST AND COMPANY, INC. ®.

Sale for presents-to-yourself or
for Christmas gifts more of our
capeskin, mocha suede or doeskin-
finished lambskin gloves. (Misses'
gloves) Sheet. ® 3Nov49; KK44569.

JAN 19 1950

BEST AND COMPANY, INC. ©.

Sale! Shortie gloves. (Misses'
shortie gloves) Clipping.

© 10Apr49; FK36453.

BEST AND COMPANY, INC. ©.

Sapphire. (Misses' stockings) Clip-
ping. © 6Nov47; KK18571.

BEST AND COMPANY, INC. ©.

Sapphire. (Misses' stockings) Clip-
ping. © 6Feb49; KK33021.

BEST AND COMPANY, INC. ©.

Sapphire. (Misses' stockings) Clip-
ping. © 23May49; KK36790.

BEST AND COMPANY, INC. ©.

Sapphire. Sure signs of spring.
(Misses' stockings and dresses)
Clipping. © 16Jan49; KK31685.

BEST AND COMPANY, INC. ©.

Sapphire budget sheers. (Misses'
stockings) Sheet. © 24 Jun 49;
KK38406.

BEST AND COMPANY, INC. Q

Sapphire shades to wear delightedly
... (Misses' stockings) Clipping.
Q 28Mar49; KK34947.

KK12527

Best & co., inc., claimant.

Sapphire sheers. (Misses nylons)
[New York, Printed by N. Y. world
telegram] cl947.

clipping.

Print.

© Best & co., inc., New York; 21 April 47;
KK12527.

19 May 47 rs

BEST AND COMPANY, INC. ©.

Sapphire sheers. (Misses' stockings)

Clipping. © 14 Oct 47; KK18412.

BEST AND COMPANY, INC. ©.

Sapphire sheers. (Misses' stockings)

Clipping. © 28Feb49; KK33451.

BEST AND COMPANY, INC. ©.

Sapphire sheers. (Misses' stockings)
Clipping. © 5Aug48; KK26030.

BEST AND COMPANY, INC. ©

Sapphire sheers. (Misses' stockings)

Clipping. © 17Feb48; KK21482.

Best & co., inc., claimant.

Sapphire sheers. (Misses' stockings)
[New York, printed by N. Y. Journal-
American] c1947.

clipping.

Print.

© Best & co., inc., New York; 1May47;
KK13199.

elg 7-3-47

BEST AND COMPANY, INC. C.

Sapphire sheers. (Misses' stockings) © 25 Nov 47; KK18920.

Best & co., inc., claimant.

x Sapphire sheers. (Misses' stockings)
[New York, Printed by New York journal
American] c1947.

clipping.

Print.

© Best & co., inc., New York; 26 May 47;
KK13932.

elg 7-16-47

Best & Co., Inc., claimant.
Sapphire sneers. (Misses' stockings)
(New York, Printed by N. Y. sun) c1947.
clipping.

Print.

© Best & Co., Inc., New York; 17 July 47;
KK14990.

15 Aug 47 rs

Best & co., inc., claimant.

Sapphire sheers. (Misses' stockings)
[New York, Printed by N. Y. herald
tribune] c1947.

clipping.

Print.

© Best & co., inc., New York; 12Aug47;
KK15166.

22Aug47 rs

BEST AND COMPANY, INC. ©.

Sapphire sheers. (Misses' stockings) Clipping. © 12Nov48;
KK29294.

BEST AND COMPANY, INC. ©

Sapphire sheers [and] Ski outfit.
(Misses' ski suit and stockings)
© 19Nov47; KK18915.

BEST AND COMPANY, INC. ©.

Sapphire sheers presents fashion in a
nutshell, new caramel-nut tone ...
(Misses' stockings) Sheet.
© 18Sep49; KKL1203.

BEST AND COMPANY, INC. ©.

Sapphire sheers, the nylons everyone
loves. Clipping. © 10Feb48;
KK20610.

BEST AND COMPANY, INC. ©

Sapphire sheers "the nylons everyone
loves." (Misses' stockings) Clip-
ping. © 7Jan48; KK19693.

BEST AND COMPANY, INC. ©.

Sapphire sheers to all the golden
hues of summer. (Misses' stock-
ings) Sheet. © 7Jun49; KK37893.

BEST AND COMPANY, INC. ©

Satchel. Thumper. The blouse with a
tucked front. (Misses' bag, blouse
and children's toy) Clipping.

© 13 Apr 49; KK35536.

BEST & CO., INC., New York.

Satin-cuffed glove. Clipping.

© 14 Aug 47; KK15636.

KK 3088

Best & co., inc., claimant
Satin-stripe cottons. (Women's
dresses) [New York, Printed by New
York herald tribune] c1946.
clipping.

Print.
© 5-2-46; 2 c 5-7-46; New York;
KK 3088.

mgc 5-29-46

West & co., Inc., claimant.

Save on this young two-piece cotton.
(Misses' dress) [New York, Printed by
N. Y. herald tribune] c1947.
clipping.

Print.

© West & co., Inc., New York; 1July47;
KK14975.

15Aug47 re

BEST AND COMPANY, INC. ©.

Save 6.50 and look beautiful in the
bargain by having our 16.50 per-
manent for 10.00. [Adv.] (In
Newark Sunday news, Feb. 12, 1950,
p. 29) © 12Feb50; B5-13647.

MAY - 3 1950

Best & co., inc., claimant.

Scarf dress for spring evenings.
(Misses evening gown) [New York,
Printed by New York journal American]
c1947.

clipping.

Print.

© author, New York; 12Feb47;
KK 10920.

pam 3-31-47

KK13205

Best & co., inc., claimant.

Scarf panamas. (Misses' hats) [New
York, Printed by N. Y. times] c1947.
clipping.

Print.

© Best & co., inc., New York; 7May47;
KK13205.

25Jun47 rs

BEST AND COMPANY, INC. ©.

Scent safe, guaranteed against leaking or evaporation. (Perfume baubles) Sheet. © 230ct49;
KK42755.

BEST AND COMPANY, INC. ©.

School again, but first, Best's
children's barber shop. [Adv.]
(In The New York sun, Sept. 19,
1949, p. 7) © 19Sep49; B5-11459.

BEST AND COMPANY, INC. ©.

School days, parties and Best's good
shoes. Our concern is with fit,
fashion and quality at proper
prices. Sheet. © 270ct49; KK44554.

JAN 19 1950

BEST AND COMPANY, INC. ©

School days, parties and Best's good
shoes. True distinction. (Chil-
dren's shoes, misses' dress) Sheet.
© 60ct49; KK41765.

BEST AND COMPANY, INC. ©.

School essentials, with Best's quality and famous low prices. (Boys' clothes) Sheet. © 21Sep49;
KK41193.

BEST AND COMPANY, INC. ©.

School gingham. (Young girls'
dress) Clipping. © 5 Sep 48;
KK26922.

KK 5801

Best & co., inc., claimant

... School outfits; reflect the high quality and good taste of the Liliputian bazaar. (Boys' and girls' suits, coat and dresses) [New York, Printed by New York times] c1946.

clipping.

Print.

At head of title: Even the smallest.

(c) 8-18-46, 2 & 8-28-46; New York;
KK 5801.

mgo 11-8-46

BEST AND COMPANY, INC. ©

School separates. (Girls' outfit)

Sheet. © 30 Sep 49; KK42319.

BEST AND COMPANY, INC. ©.

School shoes. (Children's shoes)

Clipping. © 19Sep47; KK17427.

BEST AND COMPANY, INC. ©.

School shoes. Taffeta. (Children's
shoes and dress) Clipping. ©
25 Sep 47; KK17442.

BEST AND CO., INC., New York.
School shoes for girls who love
rubber soles. (Children's
shoes) Clipping. © 2Sep47;
KK15874.

BEST AND CO., INC., New York.

School trunks bound north, east
and west pack pile-lined, wool
covert outdoor coats [and] Dress
skirts aren't just fuller and
longer....they're tucked and
pleated in new ways. (Boys and
misses clothes) Clipping. ©
28Aug47; KKL5872.

BEST & COMPANY, INC. ©.

The scissors wave. [Adv.] (In
New York Herald Tribune, Apr. 3,
1949, p. 5) © 3Apr49; B5-9412.

BEST AND COMPANY, INC. ©.

The Scoop sandal. (Misses' shoes)

Clipping. © 120ct48; KK28182.

BEST AND COMPANY, INC. ©.

The sculptured look. (Misses'
hats) Clipping. © 14 Oct 48;
KK28187.

BEST AND COMPANY, INC. ©.

Seamless nylons. The merest suggestion of control. (Wisees' stockings and underclothes) Clipping.
© May 49; KK36071.

BEST AND COMPANY, INC. ©

Season starter for Young Cosmopolitans [and] Wool gabardine shorts at a special low price, to wear with corduroy jackets. (Misses' suit. Boys' slacks and jackets) Sheet.
© 18Aug49; KK39571.

BEST AND COMPANY, INC. ©

Season starter. By all means, have a
suede beret. (Misses' suit and
hat) Sheet. © 4Aug49; KK39323.

BEST AND COMPANY, INC. C.

The season's first wools. (Misses'
clothes) Clipping. © 22Aug48;
KK26174.

A5 169

Best & co., New York, claimant.

The secret of her well-groomed coiffure is
our famous reverse curl setting. (In Cue,
New York, 12-29-45, p. 5)

Advertisement.

(c) 12-29-45; l c 1-10-46; A5 169.

mrm 2-26-46

BEST AND COMPANY, INC. ©.

'See and talk to Best's Liliputian
Santa - only 3 inches tall, real,
alive, exclusive - the gingham dog
and the calico cat ... on Christmas
morning. (Children's toys) Sheet.
© 20 Dec 49; KK46226.

MAR - 7 1950

BEST AND COMPANY, INC. ©

Seersucker Eton. Our Charme'en
gabardine. (Boys' suit, misses'
suit) Clipping. © 13May48;
KK23366.

BEST AND COMPANY, INC. ©.

Seersucker jacket [and] Young cosmopolitan cottons. (Boys' set [and] Misses' dresses) Clipping.

© 18Jun48; KK24580.

BEST AND COMPANY, INC. ©.

A sensational event! Dusky cottons.

(Misses' stockings and dresses)

Clipping. © 27Apr49; KK36068.

BEST AND COMPANY, INC. ©

Separates. (Children's clothes)

Clipping. © 24 Sep 47; KK17435.

BEST AND COMPANY, INC. ©.

Separates. (Misses' casual clothes)

Clipping. © 23 Nov 48; KK30556.

BEST AND COMPANY, INC. ©.

Separates. (Misses' casual clothes)

Clipping. © 20Mar49; KK35029.

BEST AND COMPANY, INC. ©.

Separates. (Misses' clothes)

Clipping. © 30ct48; KK27715.

BEST AND COMPANY, INC. ©.

Separates. (Misses' skirts and
blouses) Clipping. © 29 Oct 47;
KK18549.

BEST AND COMPANY, INC. ©.

Separates are an inexpensive way of
achieving wardrobe changes. (Misses
clothes) Clipping. © 22Jan48;
KK19958.

BEST AND CO., INC., New York.
Separates tailored to Best's
standards, priced to Best's
value policy [and] For a
colorful season, gloves by
Dawnelle. (Misses' suits and
gloves) Clipping. © 2Sep47;
KK15876.

KK 9649

Best and company, inc., claimant.

Shadow plaid; pale wool suit success
[and] Our exclusive gloves of handsewn
lambskin. (Misses' suit and misses'
gloves) [New York, Printed by New York
sun] c1946.

clipping.

Print.

© 11-7-46; 2 c 11-15-46; New York;
KK 9649.

pam 2-1-47

KK 4932

Best & co., inc., claimant.

Shadow play short dinner dress [and]
Fresh stripes for a vacation cotton.
(Women's dresses) [New York, Printed by
New York sun] cl946.
clipping.

Print.

© 7-18-46; 2 c 7-21-46; New York;
KK 4932.

cf 8-5-46

BEST AND COMPANY, INC. ©.

Shampoo, wave, and styling tool

All for only 5.00. [Adv.] (In

New York journal-American,

Sept. 19, 1951, p. 3) © 18Sep51;

B5-13677.

OCT - 1 1951

BEST AND COMPANY, INC. ©

The shaped suit. High fashion at low
price. (Misses' suit) Sheet.

© 29Sep49; KK41740.

KK 3342

Best & co., inc., claimant
Shar-loo slip by Trillium. (Women's
slip) [New York, Printed by New York
journal American] cl946.
clipping.

Print.

© 5-15-46; 2 c 5-18-46; New York;
KK 3342.

mgc 6-4-46

Best & co., inc., claimant.

Shar-loo the figure-moulding slip. [and] ...
Knitted wool. (Children's clothes. Misses slip)
[New York, Printed by N. Y. sun] cl947.
clipping.

Print.

At head of second title: There's quite a trick
to tailoring.

© author, New York; 26Feb47; K11056.

elg 4-4-47

KK 475

Best & co., inc., New York, claimant.

Shar-loo, the slip with smooth lines.

(Misses slip) [New York, Printed by New
York world telegram]©1946.

clipping.

Print.

① 1-16-46; 2 c 1-20-46; KK 475.

mrm 4-3-46

BEST AND COMPANY, INC. ©.

Shawl-collared and Christmas-
pretty quilted robe. (Misses'
robe) Clipping. © 1 Dec 47;
KK20004.

KK 7499

Best and company, inc., claimant

She is both smart and warm in the deep pile
coat [and] New and gay for Young cosmopolitans.
(Girls' coat and junior miss dress) [New
York, Printed by New York journal American]
cl9&5.

clipping.

Print.

(c) 11-30-45; 2 c 12-2-45; New York; KK 7499.

mgc 12-27-46

Best & company, inc.

She likes soft, fluffy curls..that's
why she chooses our gamine permanent.
[Advertisement] (In New York herald
tribune, Feb. 6, 1947, p. 5)

© Best & co., inc., New York;
6Feb47; A5 5814.

afp 28 Mar 47

BEST AND COMPANY INC. ©.

She or he loves fine, classic clothes?

Then Boxlax gloves are the perfect
gift. Clipping. © 16Dec47;
KK19528.

BEST AND COMPANY, INC. ©.

She swims in cotton. (Girls' swim
suit) Clipping. © 18Jun48;
KK24923.

BEST AND COMPANY, INC. ©

She'd like it quilted; she'd love
Best's Nada robe. Clipping.

© 9Nov48; KX29024.

BEST AND COMPANY, INC. ©.

Sheepskin lining. Embroidery. (Boys')
suit. Misses' dress.) Clipping. ©
7 Nov 47; KK18579.

BEST AND COMPANY, INC. ©.

Sheer black, just a suggestion of a
sleeve. (Misses' dress) Sheet.

© 5Jul49; KK38402.

BEST AND COMPANY, INC. ©.

Sheer black - just what the weather
man ordered. (Misses' dress)
Sheet. © 17Jul49; KK39494.

KK 2878

Best & co., inc., claimant
Sheer Easter hats. (Misses' hats)
[New York, Printed by New York sun]
cl946.
clipping.

Print.
© 3-27-46; 2 c 5-3-46; New York;
KK 2878.

mgc 6-6-46

BEST AND COMPANY, INC. ©.

Sheer organdy over a rayon taffeta
slip. A snug felt helmet trimmed
with feathers or felt leaves.

(Misses' dress and ~~Hats~~) Sheet.

© 9Jun49; KK37895.

BEST AND COMPANY, INC. ©.

Sheer white blouses. (Misses' blous-
es) Clipping. © 21Jan49; KK31698.

Best & company, inc.

Sheer white for a girl's charming
party frock. (Young girl's dress)
[New York, Printed by New York world
telegram] c1947.
clipping.

Print.

© Best & co., inc., New York; 4Apr47;
KK12002.

afp 30Apr47

BEST AND COMPANY, INC. ©

Sheer wool. Coat sets. (Misses'
dress and children's clothes) Clip-
ping. © 20ct47; KK17316.

BEST AND COMPANY, INC. ©.

Sheer wool with bows or ruffles.

(Misses' dresses) Clipping. ©
17Nov47; KK20405.

Best & company, inc.

She'll find her favorites among Best's
new spring frocks [and] Our #Nada bag of
sturdy Morocco leather. (Children's dresses
misses' bag) [New York, Printed by New
York times] cl947.

clipping.

Print.

© Best & co., New York; 1Apr47;
KK11996.

elg 6-25-47

BEST AND COMPANY INC. ©.

She'll love finding a dainty white
blouse. Clipping. © 15 Dec 47;
KK19538.

BEST AND COMPANY, INC. C.

'She'll love finding a nylon tricot
gown beneath her Christmas tree.
New-exclusive-lambskin gift mittens.
Christmas gift wrap: camel hair.
(Misses' lingerie, coat and chil-
dren's mittens) Sheet. C 1 Dec 49;
KK44438.

JAN 23 1950

BEST AND COMPANY, INC. ©

She's a teen. (Children's dresses)

Clipping. © 14 Nov 47; KK18564.

BEST AND COMPANY, INC. ©

She's a teen [and] Young Cosmopolitan
dresses. (Misses' dresses)

© 21 Nov 47; KKL18918.

Best & co., inc., claimant.

The s. irred bodice [and] Capelet
covers shoulders of beautiful Ballerina.
(Misses' dress and gown) (New York,
Printed by "Y. sun) c1947.
clipping.

Print.

© Best & co., inc., New York;
7Aug47; KK15162.

22Aug47 rs

Best & co., inc., claimant.

The Shirtmaker. (Misses dress) [New York, Printed by New York sun] c1947.
clipping.

Print.

© Best & co., inc., New York; 16Jun47;
KK14403.

5Aug47 rs

BEST AND COMPANY, INC. ©

Shirtmaker; favorite American clas-
sic ... (Dresses) (In New York
herald tribune, May 9, 1954, p.
5) © May 54; KK96212.

BEST AND COMPANY, INC. ©.

The Shirtmaker. (Misses' dress)

Clipping. © 5Nov47; KK18573.

BEST AND COMPANY, INC. ©.

Shirtmaker. (Misses' dress) Clip-
ping. © 8Sep48; KK26924.

BEST AND COMPANY, INC. ©.

Shirtmaker. (Misses' dress) Clip-
ping. © 26Nov48; KK30691.

BEST AND COMPANY, INC. ©.

Shirtmaker. (Misses' dresses) Clip-
ping. © 16Jan49; KK31684.

BEST AND COMPANY, INC. ©.

Shirtmaker. (Misses' dress) Clip-
ping. © 6May49; KK36768.

KK 252

Best & co., inc., claimant.

Shirtmaker, a true classic. (Misses
dresses) [New York, Printed by New
York times] © 1946.

clipping.

Print.

©1-6-46; 2c 1-15-46; New York;

KK 252.

3-25-46 rs

BEST AND COMPANY, INC. ©.

Shirtmaker. Cashmere sweaters.

Girls' reversible. (Misses'
dress; sweaters; girls' coat)

Clipping. © 14Nov48; KK29280.

BEST AND COMPANY, INC. ©.

Shirtmaker. Corduroy. (Misses' dress.
Children's clothes) Clipping.
© 21Mar49; KK34256.

KK 5625

Best & co., inc., claimant.

Shirtmaker, new version of Best's
famous classic. (Dress) [New York,
Printed by New York herald tribune]cl946.
clipping.

Print.

© 8-13-46; 2 c 8-21-46; New York;
KK 5625.

zcr 9-30-46

BEST AND COMPANY, INC. ©

Shirtmaker, 1948. (Misses' dress)

Clipping. © 15Jan48; KK20207.

KK 6288

Best & co., inc., claimant

Shirtmaker of fine Cohama rayon. (Women's
dress) [New York, Printed by New York herald-
tribune] cl946.

clipping.

Print.

⑤ 9-19-46; 2c 9-25-46; New York; KK 6288.

egn 11-14-46

KK 10456

Best & company, inc., claimant.

Shirtmaker of Forstmann sheer wool. (Missee
dress) [New York, Printed by New York sun]cl947.
clipping.

Print.

(C) 29Jan47; author, New York; KK 10456.

elg 3-11-47

KK 9636

Best and company, inc., claimant.

Shirtmaker of good Forstmann wool.

(Misses' dress) [New York, Printed by
New York times] c1946.

clipping.

Print.

© 11-19-46; 2 c 12-2-46; New York;

KK 9636.

pam 1-31-47

BEST AND COMPANY, INC. ©

Shirtmaker, of imported striped silk.

(Woman's dress) Clipping.

© 19Jul48; KK25325.

KK 6556

Best & co., inc., claimant
Shirtmaker of soft wool-and-rabbit hair.
(Women's shirtmaker) [New York, Printed by
New York world-telegram] el946.
clipping.

Print.

① 10-1-46; 2 e 10-8-46; New York;
KK 6556.

mgo 11-27-46

BEST AND COMPANY, INC. ©.

Shirtmaker. Party frocks. Wool gloves. Tributes to beauty. (Misses' dress, perfume, children's dresses and gloves) Clipping. © 22Dec48; KK31072.

BEST AND COMPANY, INC. ©.

The Shirtmaker-plus-jacket for true
distinction. Corduroy goes to school.
(Misses' suit dresses. Boys' cor-
duroys) Sheet. © 31 Aug 49; KK40405.

BEST AND COMPANY, INC. ©.

Shirtmaker. Rock-a-bye baby. (Misses' dress. Infants' clothes and furniture) Clipping. © 16May49;
KK36778.

BEST AND COMPANY, INC. ©.

Shirtmaker, smartly checked. (Misses' dress) Sheet. © 4Aug49;
KK39322.

BEST AND COMPANY, INC. ©.

Shirtmaker. Spring's little felts.

(Misses' dresses and hats) Clip-
ping. © 23Jan49; KK31699.

Best & co., inc., claimant.

The *Shirtmaker stars. [and] Fresh
blouses. (Misses dresses and blouses)
[New York, Printed by New York sun] c1947.
clipping.

Print.

© Best & co., inc., New York; 20May47;
KK13926.

elg 7-16-47

BEST AND COMPANY, INC. ©.

Shirtmaker - the classic dress.

(Misses' dress) Clipping.

© 12Jan49; KK31689.

BEST AND CO., INC., New York.

Shirtmaker....the fashion that
means Best's [and] Choose
cotton corduroy for your slack
suit. (Misses clothes) Clip-
ping. © 23 Sep 47; KK15863.

BEST & CO., INC., New York.

Shirtmaker. Wool separates

[and] Now the flaring coat.

(Misses' and children's

clothes) Clipping. © 19Aug47:

KK15632.

BEST AND COMPANY, INC. ©.

Shirtmakers. (Misses' dresses)

Clipping. © 2May49; KK36054.

KK 4129

Best & co., inc., claimant

Shirtmakers beloved classics exclusive
with Best's. (Women's dress) [New York,
Printed by New York herald tribune] c1946.
clipping.

Print.

© 6-14-46; 2 c 6-18-46; New York;
KK 4129.

cf 7-2-46

KK 2904

Best & co., inc., claimant

Shoes for dress and for wear.

(Girls' shoes) [New York, Printed by
New York times] cl946.
clipping.

Print.

© 4-12-46; 2 c 5-3-46; New York;
KK 2904.

mgc 6-7-46

BEST AND COMPANY, INC. ©.

Shopping at Best's Young Cosmopolitan Shop. Refreshing colors and low price tags for the new checks and plaids. (Misses' and girls' clothes) Clipping. © 6Feb48;
KK20604.

KK 9664

Best and company, inc., claimant.

Short and furred young coat success.
(Misses' coat) [New York, Printed by
New York world-telegram] c1946.

clipping.

Print.

© 11-15-46; 2 c 11-20-46; New York;
KK 9664.

pam 2-1-47

BEST AND COMPANY, INC. ©

Short and sweet, only 45.00. (Misses'
jacket) Clipping. © 3Mar49;
KK33984.

KK 3768

Best & co., inc., claimant.

Short and trim for young Cosmopolitans
(Young Cosmopolitan coat) [New York,
Printed by New York herald tribune]
c1946.

clipping.

Print.

© 5-26-46; 2 c 6-4-46; New York;
KK. 3768.

cf 6-24-46

BEST AND COMPANY, INC. ©.

Short coat. (Misses' brief coat)

Clipping. © 30Jan49; KK32261.

BEST AND COMPANY, INC. ©.

Short coat. (Misses' coat set)

Clipping. © 2May48; KK23124.

BEST AND COMPANY, INC. C.

The short coat. "Youth is our
specialty." (Misses' clothes)
Clipping. C 2May48; KK23123.

BEST & COMPANY, INC. ©

Short coif permanent. [Adv.] (In
Newark Sunday News, N. J., Nov.
14, 1948, p. 12) © 14 Nov 48;
B5-7698.

BEST AND COMPANY, INC. ©.

A short dress, but a merry one for
holiday parties. Best's own Best-
Flex - good shoes at thrifty
prices, especially constructed to
keep normal feet healthy. (Misses'
dresses and children's shoes)
Sheet. © 28 Dec 49; KK46238.

- 7 1950

A5 2832

Best & co., inc., claimant.

Short hair is a summer natural. (In
The Montclair times, N. J., 6-13-46,
p. 22)

Adv.

© 6-13-46; 1 c 6-26-46; New York;
A5 2832.

AFP 7-15-46

A5 2647

Best & co., inc., claimant.

Short hair is a summer "natural." (In The
New York sun, 5-20-46, p. 7)

Adv.

(c) 5-20-46; 1 c 5-28-46; New York; A5 2647.

AFP 6-24-46

BEST AND COMPANY, INC. ©

Short wool cardigan. (Misses' sweat-
er) Clipping. © 14Apr49; KK35528.

BEST AND COMPANY, INC. ©.

Shortie coat. Liliputian Bazaar. Come
to children's Easter headquarters.

(Misses' short coat. Children's
outfits) Clipping. © 20Mar49;
KK34280.

BEST & COMPANY, INC. ©.

The shortie coat is new in
corduroy. It's play. (Misses'
coat. Boys' & girls' clothes)
Clipping. © 11Apr48; KK22527.

BEST AND COMPANY, INC. ©.

Shortie gloves. Best's casual cottons.

(Misses' gloves and dresses) Clip-
ping. © May 49; KK36445.

BEST AND COMPANY, INC. ©.

Shorts and skirts. Summer means
fun. (Girls' clothes) Clipping.
© 30Apr48; KK22906.

KK 1808

Best & co., inc., claimant

Shoulder accent is news in 'teen-age fashions [and] Black serge town-and-travel suit. (Girls' dresses & women's suit) [New York, Printed by New York times] c1946.

clipping.

Print.

© 3-14-46; 2 c 3-19-46; New York;
KK 1808.

mgc 5-20-46

BEST AND COMPANY, INC. ©.

Shoulder bags. Busy collegians and
commuters hold everything ...

Sheet. © 16Sep49; KK41199.

KK 8362

Best & co., inc., claimant.

Show your shoulders in our new dancing
bouffants graceful and gay for the holidays ..
pretty as the stuff dreams are made of; Strong
sewing and ample cut on sturdy Whitman cotton
gabardine [and] Washlabe French Kislav gloves.
(Misses gowns. Children's playclothes and
gloves) [New York, Printed by New York sun]
cl1946.

clipping.

Print.

©19Dec46; 2 6Jan47; author, New York;
KK 8362.

lg 2-7-47

BEST AND COMPANY, INC. ©.

Sideline suit. Girls' coats.

(Misses' suit. Girls' outfits)

Sheet. © 14 Oct 49; KK 2336.

BEST AND COMPANY, INC. ©.

Silk at 17.95? Specialists to boys.

(Misses' dresses. Boys' suit)

Clipping. © 18Feb49; KK33023.

KK 5501

Best & co., inc.; claimant.

Silk Chenille. (Crocheted hats)

[New York, Printed by New York herald
tribune] cl946.

clipping.

Print.

©8-7-46; 2 c 8-11-46; New York;
KK 5501.

cf 8-29-46

BEST AND COMPANY, INC. ©.

Silk chiffon, cloud-light and fem-
inine. (Misses scarves) Clip-
ping. © 170ct48; KK28192.

BEST AND COMPANY, INC. ©.

Silk shantung. (Misses' dresses)

Clipping. © 31May49; KK37139.

BEST AND COMPANY, INC. ©.

Silk shantung. (Misses' dress)

Sheet. © 30Jun49; KK39487.

BEST AND COMPANY, INC. ©

Silk shantungs. (Misses' dresses)

Clipping. © 9May48; KK23130.

KK 3203

Best & co., inc., claimant.

Silk makes a smart summer dress.

(Women's dress) [New York, Printed by
New York world telegram] © 1946.

clipping.

Print.

© 5-8-46; 2c 5-13-46; New York;

KK 3203.

5-30-46 rs

BEST AND COMPANY, INC. ©.

Silk print. Midwinter felts. (Miss-
es' dress and hats) Clipping.

© 10Jan49; KK31682.

BEST AND COMPANY, INC. ©.

Silk success. (Misses' dress) clip-
ping. © 8Apr49; KK36447.

KK 3656

Best & co., inc., claimant.

Silk tussah for a new shirtmaker.
(Womens shirtmaker) [New York, Printed
by New York world telegram] © 1946.

clipping.

Print.

© 5-21-46; 2c 5-28-46; New York;

KK 3656.

6-14-46 rs

BEST AND COMPANY, INC. ©.

Silken beauty, simple design: char-
meen gabardine; Navy-and-plaid for
our teen chinchilla. (Misses' suit;
Girls' two-piece outfit) Clipping.
© 28Oct48; KK29031.

BEST AND COMPANY, INC. ©.

Sil-o-ette dress tights. (Panty gir-
dle) Clipping. © 29Mar49; KK35034.

BEST & COMPANY, INC. ©.

Silver cap permanent. [Adv.]

(In Newark Sunday News, N. J.,
Mar. 6, 1949, p. 29) © Mar 49;
B5-8967.

BEST AND COMPANY, INC. ©

Silver Standard, a suit worth its
weight in gold ... Sheet.

© 190ct49; KKL42339.

BEST AND COMPANY, INC. ©.

Simple distinction in silk shantungs.

(Misses' two-piece dresses) Clip-
ping. © 20May48; KK23904.

BEST AND COMPANY, INC. ©.

Simple lines, rich and shining
fabrics. (Misses' dresses)

Clipping. © 5Sep48; KK26921.

BEST AND COMPANY, INC. ©.

'Simplicity is the fashion for graduation.' Her dress is as young and fresh as her eager, smiling face...
(Girls' dresses) Sheet.

© 15Jan50; KK46023.

MAR - 6 1950

BEST AND COMPANY, INC. ©.

The single-breasted box coat ...
popular and practical for Young
Cosmopolitans. ... A coat with
fur. (Misses coats) Clipping.

© 1Nov48; KK29039.

BEST AND COMPANY, INC. ©.

Sirenade, by Sapphire. Button-tufted
bon-bon felts each 22.95. (Misses'
stockings and hats) Clipping.

© 20Jun49; KK57806.

BEST AND COMPANY, INC. ©.

Sister dresses. Thumper, a stuffed
rabbit. (Children's dresses. Toy
rabbit) Clipping. © 16Mar49;
KK34273.

KK 5810

Best & co., inc., claimant
Sister dresses in fine woven stripe soap
'n' water cotton. (Girls' dress) [New York,
Printed by New York Journal-American] c1946.
clipping.

Print.

(C) 8-22-46; 2 c 8-28-46; New York;
KK 5810.

mgo 11-8-46

BEST AND COMPANY, INC. ©.

16-rib nylon. (Women's umbrellas)

Clipping. © 14Mar49; KK34271.

BEST AND COMPANY, INC. ©.

Ski clothes for outdoor sports and
errands. (Misses' ski suit) Clip-
ping. © 2Jan48; KK19681.

BEST AND COMPANY, INC. ©.

Ski clothes serve a double purpose.

(Misses' casual clothes) Clipping.

© 26 Dec 48; KK31296.

BEST AND COMPANY, INC. ©.

Ski partners. (Misses' ski outfit)

Clipping. © 2Jan49; KK31701.

BEST AND COMPANY, INC. ©.

Ski suit. Holiday dress. (Ski suit.
Misses' dress) Clipping.

© 20 Dec 48; KK31067.

BEST AND COMPANY, INC. ©.

Skirt: gray flannel; top: bright wool.

... The beret. (Misses' clothes
and hat) Clipping. © 310ct48;
KK29038.

KK 2881

Best & co., inc., claimant

Skirt interest in new dresses with a
well-bred air. (Misses' dresses)

[New York, Printed by New York sun]
c1946.

clipping.

Print.

© 3-28-46; 2 c 5-3-46; New York;
KK 2881

mgc 6-7-46

BEST AND COMPANY, INC. ©.

Skirt special, the famous blouse-slip
success. Fine wool-and-camel hair
for teens. (Girls' coat, skirt,
blouse and slip) Sheet. © 11Nov49;
KK43467.

KK 253

Best & co., inc., claimant.

Skirts and blouses are practical-
easy to care for ... (Little girls
skirts & blouses) [New York, Printed
by New York sun] © 1946.

clipping.

Print.

© 1-8-46; 2c 1-15-46; New York;

KK 253.

3-25-46 rs

BEST AND COMPANY, INC. ©.

Skirts-blouses. (Young girls') Clip-
ping. © 20 Jun 48; KK24583.

BEST AND COMPANY, INC. ©.

Skirts button in new ways. (Misses'
separates) Clipping. © 4Feb49;
KK32271.

BEST AND COMPANY, INC. ©.

The skylon slip. Best-flex. (Misses'
slip. Children's shoes) Clipping.
© 14 Nov 47; KK18566.

BEST AND COMPANY, INC. ©.

The Skylon slip. Christmas mittens.

(Misses' slip. Children's mittens)

Clipping. © 20Dec48; KK31068.

BEST AND COMPANY, INC. ©.

Skylon slip. (Misses' slip) Clip-
ping. © 30 Jun 18; KK24921.

BEST AND COMPANY, INC. ©

Skylon slip. Robes for comfort and
long wear. (Misses' slip and
robes) Clipping. © 2 Sep 48;
KK26768.

Best & co., Inc., clipping.

The sleek head wears a skull-cap.
(Misses' hats). [New York, Printed by
N. Y. herald tribune] c1947.
clipping.

Print.

© Best & co., Inc., New York; 6Aug47;
KK15155.

22Aug47 rs

BEST AND COMPANY, INC. ©.

Sleep, baby sleep. (Infant's clothes
and furniture) Clipping. © 27Jan48;
KK19973.

BEST AND COMPANY, INC. ©.

Sleepyhead doll. New cotton frocks.

(Children's toy and dresses)

Clipping. © 29Mar49; KK34946.

KK 5618

Best & co., inc., claimant.

Sleeve interest on a new suit of wool
gabardine. (Womens suit) [New York,
Printed by New York herald tribune] c1946.
clipping.

Print.

© 7-31-46; 2 c 8-21-46; New York;
KK 5618.

zcr 9-30-46

BEST AND COMPANY, INC. ©.

/ Slim as a reed. Newest silhouette of
the season. / (Misses' suit) Sheet.
© 31Jan50; KX47094.

APR 13 1950

KK 9897

Best & co., inc., claimant.

Slim drapery for a new dinner dress
[and] Now.. for Christmas giving.. her
favorite raincoat and reversible. (Eve-
ning gown. Girl's raincoat) [New York,
Printed by New York times] c1946.

clipping.

Print.

© 12-6-46; 2 c 12-13-46; New York;
KK 9897.

zcr 1-17-47

BEST AND COMPANY, INC. ©.

✓ Slim silhouette. The newest trend of
fashion ... ✓ (Misses' dress) Sheet.
© 20Nov49; KK44911.

FEB 1 1950

BEST AND COMPANY, INC. ©.

A slim, wool gabardine suit. (Suit
and coats) Clipping. © 24 Sep 48;
KK27520.

BEST AND COMPANY, INC. ©.

Slip and gown. The new school term
calls for tailored tweed. (Miss-
es' slip and gown. Boys' outfit)
Sheet. © 24 Aug 49; KK40412.

BEST AND COMPANY, INC. ©

Small expenditure. Fine cottons.
(Misses' clothes) Clipping.

© 16Mar48; KK21769.

BEST & CO., INC., New York.

The small hat [and] Fresh young
charm in two-piece wool flannel.
(Misses' hats and suit)

Clipping. © 14 Aug 47; KK15640.

BEST AND COMPANY, INC. ©.

The small, neat muffin-shaped hat
that sits demurely atop your head
is fall's most captivating fashion.
Clipping. © 12Aug48; KK26020.

BEST AND COMPANY, INC. ©.

Smart and sideswept. (Misses' hat)

Clipping. © Mar 49; KK33450.

KK 4259

Best & co., inc., claimant.

Smart black for a maternity dress.
(Womens dress) [New York, Printed by
New York world telegram] © 1946.

clipping.

Print.

© 6-20-46; 2c 6-26-46; New York;
KK 4259.

7-3-46 rs

KK 9645

Best and company, inc., claimant.

Smart coats from the Young cosmopolitan shop. (Misses' coats) [New York,
Printed by New York sun] cl946.
clipping.

Print.

© 11-4-46; 2 c 11-15-46; New York;
KK 9645.

pam 1-31-47

BEST AND COMPANY, INC. ©.

Smart new suits. Jackets and slacks
for all the boys. (Girls' and
boys' clothes) Clipping. © 19Mar
48; KK22685.

BEST AND COMPANY, INC. ©.

Smart shoes. Lewispun tweed. (Children's coats and shoes) Clipping.
© Oct 47; KK17312.

BEST AND COMPANY, INC. ©.

A smart spring suit at Best's. Slack
suit. Raincoat. (Misses' suits.
Boys' suit, girl's coat) Clipping.
© 11Feb49; KK33015.

KK 10794

Best & co., inc., claimant.

Smart suit shoes. (Misses shoes)

[New York, Printed by New York sun]

© 1947.

clipping.

Print.

© author, New York; 5Feb47;

KK 10794.

vm 3-18-47

KK 1242

Best & co., inc., claimant.

Smart 'teen-age wools for spring are checked
and plain. (Girls' skirt, jacket & blouse)
[New York, Printed by N. Y. world telegram] cl946.
clipping.

Print.

(C) 2-15-46; 2 c 2-17-46; New York;
KK 1242.

vf 5-7-46

KK 2919

Best & co., inc., claimant

Smartly checked, in blending colors, the
'teen-age suit. (Girls' suit) [New York.
Printed by New York times] cl946.
clipping.

Print.

© 4-19-46; 2 c 5-3-46; New York;
KK 2919.

mgc 6-11-46

BEST AND COMPANY, INC. ©.

Smoke lure ... by Sapphire. New
distinction in glen plaid [and]
Sheer wool. (Misses' stockings;
suit and dresses) Clipping.

© 29Sep48; KK27512.

BEST & COMPANY, INC. ©

Smooth and short hair styling.

[Adv.] (In New York Journal

American, Nov. 3, 1948, p. 3)

© 3 Nov 48; B5-8294.

A5 3124

Best & co., inc., claimant.

A smooth coiffure with our lanolin
permanent. (In The New York sun, 7-15-46
p. 7)

Adv.

© 7-15-46; 1 c 7-21-46; New York;
A5 3124.

afp 8-19-46

BEST AND COMPANY, INC. ©.

Snow suit special. Low price, much
warmth, perfect gift and smart, too.
(Girls' snowsuit) Sheet. © 1⁴Nov49;
KK43469.

BEST AND COMPANY, INC. ©.

Snow suits. (Boys' clothes)

Clipping. © 70 Oct 48; KK27721.

BEST AND COMPANY, INC. ©

Snowsuits. Best's young cosmopolitan
shop. (Boys' clothes. Misses' dresses)
Clipping. © 26Sep47; KK17418.

BEST AND COMPANY, INC. ©.

Snow suits. Buttons and bows.

(Children's snow suits. Misses' dresses) Clipping. © 26Nov48;
KK30547.

BEST AND COMPANY, INC. ©.

Snow suits. (Children's snow-suits) Clipping. © 13 Oct 48;
KK28183.

BEST AND COMPANY, INC. ©.

Snow suits. Knitted wool yoke.

(Young girls' snow suits) Clip-
ping. © 19Nov48; KK30551.

BEST AND COMPANY, INC. ©.

Snug bathing suit. (Child's swim
suit) Clipping. © 27 Jun 48;
KK24915.

BEST AND COMPANY, INC. ©.

So many good things come in small
packages. Prince Matchabelli.

Carryalls by Rex. (Cosmetics)

Clipping. © 12 Dec 48; KK30683.

BEST AND COMPANY, INC. ©

So many new Liliputian Bazaar cottons.

The tailored blouse. (Children's
dresses. Misses' blouses) Clipping.

© 4 Mar 48; KK21460.

BEST AND COMPANY, INC. ©.

So many smart coats at Best's Teens
Corner. Clipping. © 2Nov48;
KK29040.

BEST AND COMPANY, INC. ©.

So many smart coats at Best's teens
corner. Clipping. © 11Nov48;
KK29292.

KK 9885

Best & co., inc., claimant.

Soft and quilted in gleaming rayon.
(Misses robe) [New York, Printed by
New York world telegram]cl946.
clipping.

Print.

© 12-2-46; 2 c 12-13-46; New York;
KK 9885.

zcr 2-1-47

C

BEST AND COMPANY, INC. ©.

Soft black suede. (Misses' shoes)

Clipping. © 3 Nov 47; KK18556.

A5 4176

Best & co., inc., claimant.

Soft, flattering and easy-to-keep, our lanolin permanent ... (In The Montclair times, N.J., 9-12-46, p. 22)

Adv.

(C) 9-12-46; 1 c 9-25-46; New York; A5 4176.

afp 10-25-46

KK 5497

Best & co., inc., claimant.

Soft flattery for college dates [and]
Plaid separates; good college wools.
(Dress, jacket and skirt) [New York,
Printed by New York world-telegram] c1946.
clipping.

Print.

© 8-7-46; 2 c 8-11-46; New York;
K 5497.

cf 8-29-46

KK 837

Best & co., inc., claimant.

Soft for spring. Tailored white cotton blouses are 'teen-age classics. Young cosmopolitans like checks for spring in go-everywhere wool suits. (Misses dresses, girls blouses and junior miss suits) [New York, Printed by N. Y. sun] c1946.

clipping.

Print.

© 2-1-46; 2 c 2-3-46; New York;
KK 837.

mgc 4-8-46

KK 1121

Best & co., inc., claimant.

Soft for spring; new, becoming dresses
with wearable lines - in Stonecutter
rayon crepe. (Misses dresses) [New
York, Printed by N. Y. herald tribune]
cl946.

clipping.

Print.

© 2-6-46; 2 c 2-12-46; New York;
KK 1121.

mgc 4-25-46

BEST AND COMPANY, INC., New York.
Soft Gamine permanent. Print. (In
New York times, p. 6) © 26 Dec 46;
K 7170.

mrm 16^Apr47

BEST AND COMPANY, INC. ©

Soft navy calfskin. Special calf
handbags. (Misses' shoes and hand-
bags) Clipping. © 30Mar49;
KK34935.

KK 2922

Best & co., inc., claimant

Soft new robe styled by Dorian [and]
from Best's famous Liliputian bazaar;
a snug bodice and a crisp skirt. (Tots'
dress and women's robe) [New York,
Printed by New York herald-tribune] c1946.
clipping.

Print.

© 4-23-46; 2 c 5-3-46; New York;
KK 2922.

mgc 6-11-46

A5 3783

Best & co., inc., claimant.

A soft permanent for college. (In
The New York sun, 8-12-46, p. 5)
Adv.

① 8-12-46; 1 c 9-4-46; New York;
A5 3783.

afp 9-23-46

BEST AND COMPANY, INC. ©

Soft shoulders, softer hair-do, a
prettier you. [Adv.] (In New
York world-telegram and The Sun,
Nov. 14, 1950, p. 11) © 14 Nov 50
B5-15811.

Nov 6 9 1950

BEST AND COMPANY, INC. ©.

The soft silhouette takes admirably
to jersey. (Misses' dresses)
Sheet. © 26 Sep 49; KK41360.

BEST AND COMPANY, INC. ©

Soft, simple, and so becoming, suede
beret. ... French kislav. (Misses'
beret and gloves) Clipping.

© 7Nov48; KK29045.

BEST AND COMPANY, INC. ©.

The soft suit at 49.95. Reversible.

Wool covert. (Misses' suits,
girls' coat and boy's suit) Clip-
ping. © 4Mar49; KK33979.

KK 1235

Best & co., inc., claimant.

Soft suits, news for spring. (Misses' suit)
[New York, Printed by N. Y. journal American]
c1946.

clipping.

Print.

© 2-7-46; 2 c 2-17-46; New York; KK 1235.

vf 5-7-46

BEST AND COMPANY, INC. ©.

Soft-tinted chambrays. (Young Cos-
mopolitans' dresses) Clipping.

© 13 Jun 48; KK24369.

KK 9644

Best and company, inc., claimant.

Soft wool flannel to wear by the
fireside [and] For the out-of-doors in
winter .. boys' warm wool jackets.

(Girls' robe and Boys' jackets) [New
York, Printed by New York sun] cl946.
clipping.

Print.

© 10-30-46; 2 c 11-15-46; New York; KK
9644.

pam 1-31-47

KK 1523

Best & co., inc., claimant.

Softer suits are big news for spring. Lewispun,
one of America's finest wool tweeds. (Misses'
suits, girls' suits & coats) [New York, Printed
by N. Y. herald tribune] c1946.

clipping.

Print.

(C) 2-24-46; 2 c 3-6-46; New York; KK 1523.

vf 4-24-46

BEST AND COMPANY, INC. ©.

Solid cologne. Sapphire sandalfoot
nylons. (Cologne and Misses'
stockings) Sheet. © 5Jul49;
KK38401.

Best & co., inc., claimant.

Some girls' playsuits. (Children's
playclothes) [New York, Printed by
N. Y. world-telegram] cl947.

clipping.

Print.

© Best & co., inc., New York; 9Jun47;
KK14124.

14Jul47 rs

BEST AND COMPANY, INC. ©.

Some girls want a suit for spring.

Clipping. © 19Mar48; KK22933.

KK 3204

Best & co., inc., claimant.

Some of the Liliputian bazaar's
loveliest dresses are trimmed with
eyelet embroidery. (Girls dresses)
[New York, Printed by New York times]
© 1946.

clipping.

Print.

© 5-8-46; 2c 5-13-46; New York;
KK 3204. 5-30-46 rs

BEST AND COMPANY, INC. ©.

Some of the smartest spring wools are
boleros. (Young girls' clothes)
Clipping. © 27Feb48; KK21465.

BEST AND COMPANY, INC. ©.

"Something blue" for the springtime
bride. Pure silks. (Misses'
bridal gown and dresses) Clipping.

© 1Apr48; KK22698.

BEST AND COMPANY, INC. ©.

Something borrowed; the style itself,
suggested by pictures ... (Misses'
bridal gown) Sheet. © 31Aug49;
KK40407.

BEST AND COMPANY INC. ©.

Something lovely to wear .. and to
dance in .. is the no. 1 gift for
young cosmopolitans. (Misses' dress-
es) Clipping. © 21 Dec 47; KK19542.

Best & Co., inc.
Something she'll really use?

(Misses' robes) © 11 Dec 47; KK19244.

Best & Co., inc.

BEST AND COMPANY, INC. ©.

Something to wear. (Men and
children's clothes) Clipping.

© 1 Dec 48; KK30540.

BEST AND COMPANY, INC. ©

Sophisticated black or gaily striped,
rayon taffeta ... (Misses' dresses)
Sheet. © 28Sep49; KK41741.

BEST AND COMPANY, INC. ©

South wind. Pleasant contrast to north-
ern gales ... (Misses' coat) Sheet.
© 13 Dec 49; KK4651.

JAN 20 1950

BEST AND COMPANY, INC. ©.

Southern Delight; truly our most beau-
tiful Shirtmaker ... (Misses'
dress) Sheet. © 14 Dec 49; ED 14642.

JAN 20 1956

BEST AND COMPANY, INC. ©.

Southern exposure. Soft-toned
matelasse pique, the dress carved
to attract the most sun. (Misses'
dress) Sheet. © 7 Dec 49; KK44429.

JAN 1 1950

BEST AND COMPANY, INC. ©.

Southward, Hot! In our imported linen
Shirtmaker whose crisp good looks
will add much pleasure to your stay.
(Misses' dress) Sheet. © 6 Dec 49;
KK44431.

JAN 17 1950

BEST AND COMPANY, INC. ©.

Sparkling cotton plaid. (Misses'
dress) Clipping. © 13Jan49;
KK31691.

BEST AND COMPANY, INC. ©.

Special. Best's casual cottons.

(Misses' gloves and dresses) Clip-
ping. © 15May49; KK36779.

BEST AND COMPANY, INC. ©.

Special ... bath and hand soaps.

Suitcase crib - now the baby can
travel. Sheet. © 26Jul49;

KK39491.

BEST AND COMPANY, INC. ©.

Special cotton swim suits. Fine
gabardine. (Misses beachwear. Boys'
clothes) Clipping. © 16Jun49;
KK37789.

BEST AND COMPANY, INC. ©.

Special dressing for a party-going
Young Cosmopolitan. (Misses' dress)
Sheet. © 26Oct49; KK43478.

Best & co., inc., claimant.

Special! \$9.95 two-piece chambray.
(Misses' dress) [New York, Printed by
N. Y. world-telegram] 01947.
clipping.

Print.

© Best & co., Inc., New York; 10Ju147;
KK14981.

15Aug47 #8

BEST AND COMPANY, INC.

Special for a limited time only,

Outline permanent at this bargain
price, 10.00. cAdv.: (In New York
herald-tribune, July 13, 1952,
p. 5) © Best & Co.; 13Jul52; B5-21289.

Best & Co., inc.
Special! In time for Christmas giving, 16-rib nylon umbrella exclusive with Best's [and] Wonderful combination, the Liliputian Bazaar's famous cotton knits and The Best Triplets, lovely Alice, Barbara and Carol. (Umbrella and children's clothes) © 1Dec47;
KK19248.

Best & Co., inc.

BEST AND COMPANY, INC. ©.

Special pin check cotton! Special
sale, limited time only. Mary Chess
toilet water! (Misses' dress and
cologne) Clipping. © 16Jun49;
KK37791.

BEST AND COMPANY, INC. ©

Special! Pique robes. (Misses' pique
robes) Clipping. © 15Apr49;
KK35525.

BEST AND COMPANY, INC. ©

Special purchase. (Infants' crib)

Clipping. © 26Apr49; KK36067.

BEST AND COMPANY, INC. ©

Special purchase! (Infants' high
chair) Clipping. © 14 Nov 48;
KK29281.

BEST AND COMPANY, INC. ©.

Special purchase - alligator handbags.

The wonderful fabrics, the rich
colors, the silhouettes ... reserved
for "don't dress" evenings ...

(Misses' handbags and dresses)

Sheet. © 300ct49; KK44559.

JAN 19 1950

BEST AND COMPANY, INC. ©.

Special purchase, children's cotton
socks. Clipping. © 6Mar49;
KK33973.

BEST AND COMPANY, INC. ©.

Special purchase ... separates.

(Girls' skirts, blouse, sweaters)

Clipping. © 14Jan49; KK31683.

BEST & COMPANY, INC. ©.

Special purchase! Solid maple crib.

Special purchase. Maternity

ensemble. (Furniture. Misses'

coat and set) Clipping. © 20Apr48;
KK22531.

BEST AND COMPANY, INC. ©.

Special purchase. Special values,
play clothes. (Misses' dresses and
play clothes) Sheet. © 3Jul49;
KK38403.

BEST AND COMPANY, INC. ©.

Special purchase. 780 boys' wool
sweaters. Sheet. © 9Dec49;
KK45467.

FEB 9 1950

BEST AND COMPANY, INC. ©.

Special purchase! Summer sports at
prices that add to your vacation
pleasure. (Misses' and girls'
clothes) Clipping. © 19Jun49;
KK37785.

BEST AND COMPANY, INC. ©.

Special purchase - 1260 Liliputian
Bazaar cotton dresses. French
Kislav doeskin-finished lambskin
synonym for glove perfection.
(Girls' dresses and misses' gloves)
Sheet. © 26Oct49; KK44563.

JAN 19 1950

BEST AND COMPANY, INC. ©.

Special purchase ... young cosmopolitan jacketed dresses. Clipping.

© 25Feb49; KK33430.

BEST AND COMPANY, INC. ©.

Special purchase Young Cosmopolitans'
fine cotton dresses. Sheet.

© 24 Jun 49; KK38490.

BEST AND COMPANY, INC. ©.

Special value! (Children's dress)

Clipping. © 8 Dec 48; KK31078.

Best & co., inc., claimant.

Special value! Fine rayon slips. [and]
The Bicorne roller. (Misses' hats and slips)
[New York, Printed by New York sun] cl947.
clipping.

Print.

© Best & co., inc., New York; 22May47;
KK13929.

elg 7-16-47

BEST AND COMPANY, INC. ©.

Special value. Read the specifications and you'll wonder how we do it! (Girls' snowsuit) Sheet.

© 13Nov49; KK44908.

FEB 1 1950

BEST AND COMPANY, INC. ©.

A special value for girls. (Young
girls' outfit) Clipping.

© 19Jan49; KK32245.

BEST AND COMPANY, INC. ©.

Special value! Wool gabardine shorts.

(Boys' outfit) Sheet. © 26Aug49;
KK40810.

BEST AND COMPANY, INC. ©.

✓Special value nursery group from the
famous Liliputian Bazaar - crib and
wardrobe. (Infants' furniture)
Sheet. © 8Jan50; KK46035.

MAR - 6 1950

BEST AND COMPANY, INC. C.

✓ Special value snow suit. From one of
our regular manufacturers to keep
the girls both warm and smart.
(Children's snow suit) Sheet.
© 13Jan50; KK46024.

MAP - 6 1050

BEST & COMPANY, INC. ©.

Special values timed for spring
outings. (Infants' furniture)
Clipping. © 5Apr48; KK22538.

BEST AND COMPANY, INC. ©.

Special washable white handbags.

Clipping. © 17Jun49; KK37792.

BEST AND COMPANY, INC. ©.

Specialists to boys. Best's good
shoes. Countryside classics.

(Children's suit and shoes; misses'
suits) Clipping. © 1Apr49;
KK34944.

BEST AND COMPANY, INC. ©

Specialists to boys. Best's tailors
the Eton suit. (Boys' outfit)
Clipping. © 4Mar49; KK33989.

BEST AND COMPANY, INC. ©.

Specialists to boys. (Boys'
clothes) Clipping. © 24Feb49;
KK33428.

BEST AND COMPANY, INC. ©.

Specialists to boys. Gifts in great
variety priced to please. Fixin's
for cowboy clothes. Sheet.

© 2 Dec 49; KK44421.

JAN 17 1950

BEST AND COMPANY, INC. ©

Specialists to boys. Give a winner--
the perfect snow suit. Sheet.

© 8Dec49; KX44630.

JAN 20 1950

BEST AND COMPANY, INC. ©.

Specialists to boys. Hand detailed
lingerie. Best's Easter cottons for
girls. (Boys' coat. Misses' linge-
rie. Girls' dresses) Clipping.

© 8Apr49; KK35012.

BEST AND COMPANY, INC. ©.

Specialists to boys. Here's the
leather jacket that ... takes all
the bumps ... Sheet. © 190ct49;
KK42736.

BEST AND COMPANY, INC. ©.

Specialists to boys. Slated for
high score in the popular poll -
Best's snow suits. One is revers-
ible; the other is our pile-lined
success ... Sheet. © 28Oct49;
KK44556.

JAN 19 1950

BEST AND COMPANY, INC. ©.

Specialists to boys and preps. Successes in good wools ... (Boys' clothes) Clipping. © 30Mar49;
KK34936.

BEST AND COMPANY, INC. ©.

Specialists to college men; fine tailoring and good wools ... (Young men's clothes) Sheet. © 19Sep49;
KK41204.

BEST AND COMPANY, INC. ©.

Specialists to preps. (Young men's
suits) Clipping. © 2Jun49;
KK37135.

BEST AND COMPANY, INC. ©.

✓ Specialists to preps and college men.

Best's mid-year outfitting looks
toward spring. (Men's suits)

Sheet. © 26Jan50; KK46536.

MAR 20 1950

BEST AND COMPANY, INC. ©.

Specialists to young men. Tweed with
a special price appeal. Teens
corner fitted coats really go to
town. (Men's suits and teens'
coats) Sheet. © 4Nov49; KKL44578.

JAN 19 1950

BEST AND COMPANY, INC. ©.

Specialists to young men and preps
home for the holidays - to Best's
for his dinner clothes. Christmas
party carryall. Sporting gesture -
a fine Christmas gift for the girl
who skis ... (Boys' and men's
suits, misses' carryalls and jackets)
Sheet. C 19 Dec 49; KK46223.

MAR - 7 1950

BEST AND COMPANY, INC. ©.

Specially priced cotton swim suits.

(Misses' swim suits) Clipping.

© 3Jun49; EK37133.

KK 8603

Best and company, inc., claimant.

Spice for suits--our new blouses ...
(Misses' blouses) [New York, Printed by New
York world-telegram]c1947.

clipping.

Print.

C 16Jan47; author, New York; KK 8603.

elg 3-6-47

KK 2918

Best & co., inc., claimant

The sport jacket and slacks outfit
in prep sizes. (Boys' suit) [New York,
Printed by New York herald-tribune] c1946.
clipping.

Print.

© 4-19-46; 2 c 5-3-46; New York;
KK 2918.

mgc 6-11-46

BEST AND COMPANY, INC. O.

Sporting gesture for the girl who
skis - Liliputian Bazaar, head-
quarters for thrifty Santas -
Lanvin's Arpege, a stirring fra-
grance. (Misses' jacket, infants'
clothes and furniture, perfume)
Sheet. O 4 Dec 49; KK44416.

JAN 17 1950

BEST AND COMPANY, INC. ©.

Sports-minded. (Misses' shirt and
skirt) Clipping. © 27Apr49;
KK36435.

KK 9093

Best and company, inc., claimant

Sportswomen love our outdoor jacket [and]
Our exclusive Nada robe. (Women's jacket and
robe) [New York, Printed by New York herald
tribune] c1946.

clipping.

Print.

(c) 10-18-46; 2 c 10-22-46; New York; KK 9093.

mgo 1-3-47

KK 207

Best & co., inc., claimant.

Sporty checks good north or south.
Young Cosmopolitan coat hits. (Jr.
miss coats & misses separate shirt
and jacket) [New York, Printed by
New York sun] © 1946.

clipping.

Print.

© 1-4-46; 2c 1-10-46; New York;

KK 207.

3-25-46 rs

BEST AND COMPANY, INC. ©.

Spring and Balibuntls go together.

(Misses' hats) Clipping. © 20Feb
48; KK21474.

BEST AND COMPANY, INC. ©

Spring and summer fashions 1949.

New York [1949] 1 v., illus.

© 26Jan49; AAI27717.

BEST AND COMPANY, INC. ©.

✓ Spring blossom colors for Best's new
corduroy separates. Smart fashion
for teens and girls ... ✓ (Girls'
corduroy separates) Sheet.

© 27Jan50; KK46539.

MAR 20 1950

KK 1671

Best & co., inc., claimant.

Spring blouses. (Women's blouses) [New
York, Printed by N. Y. journal American] c1946.
clipping.

Print.

© 3-8-46; 2 c 3-12-46; New York;
KK 1671.

vf 5-15-46

BEST AND COMPANY, INC. ©.

Spring calico. (Girls' dress) Clip-
ping. © 18Mar49; KK35028.

BEST AND COMPANY, INC. ©.

Spring calico. (Young girls' dress)

Clipping. © 22Mar49; HK35030.

BEST AND COMPANY, INC. ©.

Spring checks. (Girls' coat and hat)

Clipping. © 23Mar49; KK35031.

BEST AND COMPANY, INC. ©.

Spring cottons. (Children's dresses)

Clipping. © 10Mar49; KK34266.

BEST AND COMPANY, INC. ©.

Spring cottons. White on dark.

Moygashel linen. (Clothing)

Clipping. © 20Feb49; KK33440.

BEST AND COMPANY, INC. ©

Spring essentials. (Misses' shoes)

Clipping. © 1Mar48; KK21489.

Best & co., inc., claimant.

Spring feathers. [and] Navy wool-and-cashmere ace of reefers. (Misses hats and coat) [New York, Printed by New York sun] cl947.

clipping.

Print.

© author, New York; 13Feb47; KK 10923.

pam 4-1-47

KK 257

Best & co., inc., claimant.

Spring feathers. (Misses hats)

[New York, Printed by New York sun]

© 1946.

clipping.

Print.

© 1-9-46; 2c 1-15-46; New York;

KK 257.

3-25-46 rs

BEST AND COMPANY, INC. ©.

Spring headline. (Misses' hat.)

Clipping. © 22Feb49; KK33439.

KK 1670

Best & co., inc., claimant.

Spring housecoat; embroidered cotton by Tula;
blouses and skirts. (Misses' housecoat, child-
ren's blouse and skirt) [New York, Printed by
N. Y. sun] c1946.

clipping.

Print.

© 3-7-46; 2 c 3-12-46; New York;
KK 1670.

vf 5-15-46

BEST AND COMPANY, INC. ©.

A Spring print can be the most versatile dress in your wardrobe. Clip-ping. © 11Mar48; KK21774.

KK 476

Best & co., inc., New York, claimant.

Spring print to wear right now. (Misses
dress) [New York, Printed by New York times]
©1946.

clipping.

Print.

① 1-16-46; 2 c 1-20-46; KK 476.

mrm 4-3-46

KK 1477

Best & co., inc., claimant.

Spring reefer in Lewispun. (Misses coat)
[New York, Printed by New York herald tribune]
cl946.

Clipping.

Print.

(c) 2-21-46; 2 c 3-3-46; New York; KK 1477.

AFP 4-24-46

BEST AND COMPANY, INC. ©.

Spring shoes. Kislav. (Children's
shoes. Misses' gloves) Clipping.
© 17Mar49; KK34275.

BEST AND COMPANY, INC. ©.

Spring shoes. The silhouette.

(Misses' shoes and dresses)

Clipping. © 17Mar48; KK22683.

BEST AND COMPANY, INC. ©.

Spring success only 49.95. (Misses'
suit) Clipping. © 8Mar49; KK34264.

KK 2891

Best & co., inc., claimant
Spring suit-dress of Forstmann wool.
(Womens suit-dress) [New York, Printed
by New York herald-tribune] c1946.
clipping.

Print.

© 4-3-46; 2 c 5-3-46; New York;
K 2891.

mgc 6-7-46

KK 834

Best & co., inc., claimant.

Spring suit-dresses, wearable,
smart from now on. (Misses suit
dresses) [New York, Printed by N. Y.
times] c1946.

clipping.

Print.

© 2-1-46; 2 c 2-3-46; New York;
KK 834.

mgc 4-8-46

Best & co., inc., claimant.

Spring suit mates. (Misses' hats)
[New York, Printed by New York herald
tribune] c1947.

clipping.

Print.

© author, New York; 12Feb47;
KK 10919.

pam 3-31-47

BEST AND COMPANY, INC. ©.

Spring topcoat, 59.95. (Misses' coat)

Clipping. © 25Feb49; KK33992.

KK 1815

Best & co., inc., claimant

Spring wools for Young cosmopolitans;
spring bowlers [and] Correctly built and
sturdy-these favorite shoes for school
and play. (Children's shoe, junior miss
suit, women's hat) [New York, Printed by
New York sun] c1946.

clipping.

Print.

© 3-15-46; 2 c 3-19-46; New York;
KK 1815.

mgc 5-20-46

KK 2875

Best & co., inc., claimant
Spring's the time for girls' good wool
separates. (Girls' separates) [New
York, Printed by New York times] c1946.
clipping.

Print.

Application title: Good wool separates.
© 3-24-46; 2 c 5-3-46; New York;
KK 2875.

mgc 6-6-46

BEST & CO., INC., New York.

Squared away in wool-and-rabbit's
hair. (Misses' dress)
Clipping. © 20Aug47; KK15646.

BEST AND COMPANY, INC. ©.

Star Sapphires are lovelier than ever
in new spring colors. (Misses'
stockings) Clipping. © 20Feb48;
KK21472.

BEST AND COMPANY, INC. ©

Step toward spring in patent leather.

(Misses' shoes) Clipping. © 19Feb
48; KK21476.

BEST AND COMPANY, INC. ©.

Sterling silver compacts. The calot.

(Misses' compact and hat) Clip-
ping. © 28Mar49; KK35548.

BEST AND COMPANY, INC. ©.

Still Christmas shopping? How about
our Gamine permanent. [Adv.] (In
The New York Times, Dec. 17, 1947.
p. 6) © 17Dec47; B5-3541.

KK 3210

Best & co., inc., claimant.

Stonecutter rayon-and-cotton seersucker. [and] In demand - for summer parties, white cotton. (Girls dress and women's dress) [New York, Printed by New York times] © 1946.

clipping.

Print.

© 5-10-46; 2c 5-13-46; New York;

KK 3210.

5-30-46 rs

KK 5971

Best & co., inc., claimant

Stormy weather; perfect campus coat [and]
Wool dresses ... (Misses coat and girls'
dresses) [New York, Printed by New York
journal-American] cl946.

clipping.

Print.

(c) 8-30-46; 2 c 9-4-46; New York; KK 5971.

mgo 10-31-46

BEST AND COMPANY, INC. ©.

✓ Stormy weather. The Liliputian
Bazaar's exclusive snow suit ... ✓
(Children's snowsuit) Sheet.
© 11Nov49; KK44907.

FEB 1 1950

KK 9667

Best and company, inc., claimant.

Stormy weather [and] Exclusive - the
girls' Glenconner coat - tailored in
Britain of C-l Munro tweed. (Misses'
stormy weather fashions and children's
coat) [New York, Printed by New York
herald tribune] cl946.

clipping.

Print.

© 11-17-46; 2 c 11-20-46; New York;
KK 9667.

pam 2-1-47

KK 2885

Best & co., inc., claimant

Stormy weather belted raincoat.
(Misses' raincoat) [New York, Printed
by New York sun] c1946.
clipping.

Print.

© 4-1-46; 2 c 5-3-46; New York;
KK 2885.

mgc 6-7-46

BEST AND COMPANY, INC. ©.

Stormy weather coat. Clipping.

© 31 May 49; KK37802.

BEST AND COMPANY, INC. ©.

Stormy weather coat. (Missa's
coat) Clipping. © 17Nov48;
KK30709.

BEST AND COMPANY, INC. ©.

The Stormy Weather coat. Pale and
pretty felts. (Misses' hats and
coat) Clipping. © 28 Dec 48;
KK31501.

BEST AND COMPANY, INC. ©

Stormy Weather coat. Protection against
wind, snow and rain. (Misses' coat)
Sheet. © 4Nov49; KK43455.

KK 8366

Best & co., inc., claimant.

Stormy weather hit casual coat [and] From
Scotland children's wool gloves .. ■ lovely gift.
(Misses coat. Children's gloves) [New York,
Printed by New York journal American] c1946.
clipping.

Print.

© 16Dec46; 2c 6Jan47; author, New York;
KK 8366.

lg 2-7-47

Best and company, inc.

Stormy weather, our hit raincoat.
(Raincoat) [New York, Printed by N. Y.
sun] cl947.
clipping.

Print.

© Best & co., inc., New York;
5May47; KK13222.

vf 24Jun47

BEST AND COMPANY, INC. ©.

Strapless basque. Evening edition.

(Misses' dress and waist-pincher)

Sheet. © 4Aug49; KK39324.

BEST AND COMPANY, INC. ©

Strapless brassiere. Plaid pinafore.

(Misses' clothes) Clipping. ©

2300th47; KK18421.

BEST AND COMPANY, INC. ©

Straw vanity. (Misses' straw bag)
Clipping. © 22Mar49; KK34957.

BEST AND COMPANY, INC. ©.

✓ Straws in the January wind. The new
forward look of hats ... ✓ (Misses'
hats) Sheet. © 25Jan50; KK46533.

MAR 20 1950

BEST AND COMPANY, INC. ©.

A stripe, a plaid, a print. (Misses' dresses) Clipping. © 22Apr48;
KK22922.

Best & co., inc., claimant.

Striped chambray. (Children's dresses)
[New York, Printed by New York sun] c1947.
clipping.

Print.

© Best & co., inc., New York; 16Jun47;
KK14404.

5Aug47 rs

BEST AND COMPANY, INC. ©.

Striped cotton [and] Baby goes bye-
bye. (Misses' dress [and]
Infants' furniture) Clipping.

© 1Jul48; KK24918.

KK 5617

Best & co., inc., claimant.

Striped cottons are pretty and smart.
(Tots and girls dresses) [New York;
Printed by New York times] c1946.
clipping.

Print.

© 7-31-46; 2 c 8-21-46; New York;
KK 5617.

zcr 9-30-46

BEST AND COMPANY, INC. ©.

Striped swim suit. (Misses' swim
suit) Clipping. © 20Jun48;
KK24745.

BEST AND COMPANY, INC. ©.

Striped-white sheer wool young and
tailored. (Misses' dress) © 19Nov47;
KK18912.

BEST AND COMPANY, INC. ©.

Stripes brighten cottons. (Misses' cotton dresses) Clipping.

© 26May49; KK37147.

KK 3664

Best & co., inc., claimant.

Stripes on a man's robe, by Royal.
(Men's robe) [New York, Printed by
New York world telegram] © 1946.

clipping.

Print.

© 5-23-46; 2c 5-28-46; New York;

KK 3664.

6-14-46 rs

BEST AND COMPANY, INC. ©.

Stroller. (Infant's stroller) Clip-
ping. © 27 Oct 47; KK18538.

BEST AND COMPANY, INC. ©.

Students of fashion choose good gray
flannel. (Misses' clothes) Clip-
ping. © 5Sep48; MK29048.

KK 6421

Best & co., inc., claimant

Sturdy cot-tons; two dresses - thoughtfully
designed and amply cut. [and] California cobblers.
(Girls' dresses and women's shoes) [New
York, Printed by New York herald tribune]
cl946.

clipping.

Print.

(c) 9-27-46; 2 c 10-2-46; New York;
KK 6421.

mgc 11-18-46

A5 4673

Best and company, inc., claimant.

Styleset our original finger-wave
permanent is more beautiful than ever!
(In The New York sun, 11-19-46, p. 7)

Adv.

© 11-19-46; 1 c 12-2-46; New York;
A5 4673.

afp 12-18-46

A5 4674

Best and company, inc., claimant.

Styleset our original finger-wave
permanent is more beautiful than ever!
(In The New York times, 11-20-46, p. 6L)

Adv.

© 11-20-46; 1 c 12-2-46; New York;
A5 4674.

afp 12-18-46

BEST AND COMPANY, INC. ©

Success Sisters love that store.

Nada exclusive. [From New York
herald tribune, Apr. 8, 1951, p.
5] (Ladies' blouses) Sheet.

© 8Apr51; KK60442.

APR 26 1951

BEST AND COMPANY, INC. ©.

Success snow suit. Best's long experience in providing good clothes for active boys ... Sheet. © 280ct49;
KK43479.

Best & company, inc., claimant.

Success suit of good Forstmann wools
[and] From the famous Liliputian bazaar;
this tiny Easter bonnet... (Misses
suits and baby's coat and cap) [New
York, Printed by New York herald tri-
bune] cl947.

clipping.

Print.

© Best & co., inc., New York;
19Mar47; KK11642.

afp 21Apr47

BEST AND COMPANY, INC. ©

Suede or lizard-grain calf, square or
barrel shaped. (Misses' handbags)

Sheet. © 90ct49; KK41744.

BEST AND COMPANY, INC. ©.

Suede or reptile-grain calf, square
or barrel shaped. (Misses' hand-
bags) Sheet. © 190ct49;
KK42340.

BEST AND COMPANY, INC. ©.

Suede: Sleek ... young hats. Best's
thrifty, school separates. Sheet.
© 23 Sep 49; KK 1372.

BEST AND COMPANY, INC. ©.

Suede pump. (Shoes for women) Clip-
ping. © Oct 47; KK17306.

BEST & CO., INC., New York.

The suede pump by Martinique.

(Misses' dress shoes)

Clipping. © 14 Aug 47; KK15637.

KK 4252

Best & co., inc., claimant.

Sugar-candy washables. (Womens dresses)
[New York, Printed by New York herald
tribune] cl946.

clipping.

Print.

© 6-16-46; 2 c 6-26-46; New York;
KK 4252.

cf 7-9-46

KK 831

Best & co., inc., claimant.

A suit for 'teen-agers is well tailored
fine wool. (Misses hats) [New York,
Printed by N. Y. sun] c1946.

clipping.

Print.

© 1-31-46; 2 c 2-3-46; New York;
KK 831.

mgc 4-8-46

KK 2897

Best & co., inc., claimant

The suit idea is practical and smart
for little girls [and] a new suit for
Easter is all-wool blue-gray flannel.
(Girls' suits and boys' suits) [New
York, Printed by New York sun] c1946.
clipping.

Print.

Application title: For little girls -
blue-gray flannel.

© 4-9-46 p 2 c 5-3-46; New York;
KK 2897. mgc 6-7-46

KK 9096

Best and company, inc., claimant.

Suit-mates; good blouses in the wanted
styles - tailored or soft. (Women's
blouses) [New York, Printed by New
York times] cl946.

clipping.

Print.

© 10-18-46; 2 c 10-22-46; New York;
KK 9096.

mgc 1-3-47

BEST AND COMPANY, INC. ©

Suit-mates. If you prefer the "simple
things". (Misses' hats and coats)

© 10ct47; KK17305.

KK 1531

Best & co., inc., claimant.

Suit-mates. (Women's blouses) [New York,
Printed by N. Y. herald tribune] c1946.
clipping.

Print.

© 2-26-46; 2 c 3-6-46; New York; KK 1531.

vf 4-24-46

BEST AND COMPANY, INC. ©.

Suit perfect. (Misses' suit) Clip-
ping. © Apr 49; KK35024.

BEST AND COMPANY, INC. ☺.

Suit sensation - only 49.95. (Miss-
es' suit) Clipping. ☺ 23Mar49;
KK34260.

BEST AND COMPANY, INC. ©

Suit sensation, only 49.95. (Misses' suit) Clipping. © 13 Apr 49;
KK35534.

BEST & CO., INC., New York.

A suit that swishes. (Misses' suit) Clipping. © 26Aug47;
KK15625.

BEST AND COMPANY, INC. ©.

Suits and separates. (Boys' suits)

Clipping. © 27Jan49; KK32250.

BEST AND COMPANY, INC. ©.

Suits for early spring. (Misses'
suits) Clipping. © 28Jan49;
KK32251.

KK 2921

Best & co., inc., claimant

The summer baby's very special needs are all at the Liliputian bazaar outfitters to babies since 1879. (Babyneeds) [New York, Printed by New York times] cl946.
clipping.

Print.

© 4-21-46; 2 c 5-3-46; New York;
KK 2921.

mgc 6-11-46

KK 3665

Best & co., inc., claimant.

Summer choux. (Women's hats) [New
York, Printed by New York sun] © 1946.
clipping.

Print.

© 5-23-46; 2c 5-28-46; New York;

KK 3665.

6-14-46 rs

BEST AND COMPANY, INC. ©.

Summer comfort. (Men's suits) Clip-
ping. © 12May49; KK36774.

BEST AND COMPANY, INC. ©.

Summer cotton - a darling little dress
of pink or blue. Sheet. © 10Jul49;
KK39499.

BEST AND COMPANY, INC. ©.

Summer dresses designed by Jonathan
Logan. Beret basque. The American
Golfer. (Misses' dresses and hat)
Sheet. © 5Jun49; KK37889.

KK 3667

Best & co., inc., claimant.

Summer dresses for style-conscious
'teens [and] Dancing cottons. (Girls
dresses & Young Cosmopolitan evening
dresses) [New York, Printed by New York
sun] © 1946.

clipping.

Print.

© 5-24-46; 2c 5-28-46; New York;

KK 3667.

6-14-46 rs

BEST AND COMPANY, INC. ©.

Summer duet. (Misses' handbag and
shoes) Clipping. © 11May49;
KK36428.

KK 4924

Best & co., inc., claimant.

...Summer favorites from the Young cosmopolitan shop. (Misses' dresses and coat)
[New York, Printed by New York herald
tribune] c1946.
clipping.

Print.

At head of title: There's a fresh charm
in these.

© 7-14-46; 2 c 7-21-46; New York; KK4924

cf 8-5-46

Best & co., inc., claimant.

Summer felts [and] Liliputian bazaar.
(Misses' hats and childrens sacque)
[New York, Printed by N. Y. times] c1947.
clipping.

Print.

© Best & co., inc., New York; 18Jun47;
KK14406.

5Aug47 rs

BEST AND COMPANY, INC. ©.

Summer frocks. (Girls' dresses)

Clipping. © 13 May 49; KK36777.

KK 3206

Best & co., inc., claimant.

Summer housecoat styled by Dorian.
(Womens housecoat) [New York, Printed
by New York world telegram] © 1946.

clipping.

Print.

© 5-9-46; 2c 5-13-46; New York;

KK 3206.

5-30-46 rs

BEST AND COMPANY, INC. ©.

Summer lawns. (Children's dresses)

Clipping. © 5May49; KK36076.

BEST & COMPANY, INC. ©

A summer permanent; important aspect
of vacation plans from 16.50 com-
plete. [Adv.] (In New York Her-
ald Tribune, May 15, 1949, p. 33)
© 15May49; B5-9871.

BEST AND COMPANY, INC. ©.

Summer pinafores. (Children's play
outfits) Clipping. © 17May49;
KK36781.

KK 3771

Best & co., inc., claimant.

Summer prints, smart, new, wearable.
(Women's dresses) [New York, Printed by
New York times] c1946.

clipping.

Print.

© 5-28-46; 2 c 6-4-46; New York;
KK 3771.

cf 6-24-46

Best & co., inc., claimant.

Summer sheers. (Children's dresses)
[New York, Printed by N. Y. world-tele-
gram] c1947.

clipping.

Print.

© Best & co., ^{inc.} New York; 4Aug47;
KK15150.

22Aug47 rs

BEST AND COMPANY, INC. ©.

Summer specials. Clearance. (Misses'
dresses and suits) Sheet.

© 3Jul49; KK38404.

BEST AND COMPANY, INC. ©.

Summer specials, savings to 10.00.

Special sale, Mary Chess toilet
water. (Misses' dresses and co-
logne) Sheet. © 26Jun49; KK38487.

KK13200

Best & co., inc., claimant.

Summer sports clothes. [and] Chukker
mesh. (Misses' clothes. Girls' & boys'
underwear) [New York, Printed by N. Y.
times] c1947.

clipping.

Print.

© Best & co., inc., New York;
4May47; KK13200.

25Jun47 rs

BEST AND COMPANY, INC. ©.

Summer suit; a beautiful fabric.

Cluny lace 12.50. (Dress and hats)

Sheet. © 9May49; KK37904.

BEST AND COMPANY, INC. ©.

Summer suit. Cool summer. (Misses'
and men's suits) Clipping.

© 26 May 49; KK37148.

BEST & COMPANY, INC. ©.

A summer suit? Have it in pastel
percale. The finest country
clothes. (Misses' clothes)
Clipping. © 6Apr48; KK22523.

BEST AND COMPANY, INC. ©.

Summer suit. (Misses' summer suit)

Clipping. © May 49; KK36766.

KK12258

Best & co., inc., claimant.

... The summer suit you've been asking
for. (Misses' suit) [New York, Printed
by New York herald tribune] cl947.

clipping.

Print.

© Best & co., inc., New York;
17Apr47; KK12258.

17May47 rs

BEST AND COMPANY, INC. ©.

Summer travel as easy as it is pleasant. (Infants' auto bed, seat and folding cart) Sheet. © 27Jun49;
KK38486.

BEST AND COMPANY, INC. ©.

Summer twosome - girls' edition of the
summer separates. (Blouse and
skirt) Sheet. © 18May49; KK37881.

BEST AND COMPANY, INC. ©

Summer wardrobe additions. (Misses' dresses) Clipping. © 14 May 48;
KK23370.

BEST AND COMPANY, INC. ©.

Summer wedding. (Misses' bridal
attendant's dress) Clipping.

© 6May49; KK36444.

BEST AND COMPANY, INC. ©.

Summertime flatterer. (Misses' hat)

clipping. © 4Jun48; KK24114.

BEST & COMPANY, INC. ©.

Summertime special; machine or
machineless permanents. [Adv.]
(In Newark News, N. J., Jul. 4,
1948, p. 7) © 4Jul48; B5-6389.

BEST AND COMPANY, INC. ©

Summertime specialties. (Misses'
dresses) Clipping. © 27Mar49;
KK34943.

BEST AND COMPANY, INC. ©.

Sun catcher. (Misses' sunsuit)

Clipping. © 11Jun48; KK25671.

BEST AND COMPANY, INC. ©.

Sun cotton. (Misses' sun dress)

Clipping. © 29May49; KK37140.

BEST AND COMPANY, INC. ©.

Sun Cotton 10.95. (Misses' sun dress)

Clipping. © 27 May 49; KK37805.

KK 4130

Best & co., inc., claimant.

Sun cottons. (Women's bathing suits)
[New York, Printed by New York times]
c1946.

clipping.

Print.

© 6-14-46; 2 c 6-18-46; New York;
KK 4130.

cf 7-3-46

KK 689

Best & co., inc., claimant.

Sun cottons for South now, here later.
(Misses bathing suits, playsuits & dresses)
[New York, Printed by New York times] c1946.

Clipping.

Print.

(c) 1-20-46; 2 c 1-29-46; New York; KK 689.

AFP 4-2-46

BEST AND COMPANY, INC. ©.

The sun dress and jacket formula.

Clipping. © 17Jun49; KK37788.

BEST AND COMPANY, INC. ©.

Sun dress exclusive. (Child's
dress) Clipping. © 4Jun48;
KK25669.

KK 3767

Best & co., inc., claimant.

Sun dress of a bright printed cotton
by Bates. (Girls playdress) [New York,
Printed by New York times] cl946.
clipping.

Print.

© 5-26-46; 2 c 6-4-46; New York;
KK 3767.

cf 6-24-46

BEST AND COMPANY, INC. ©.

Sun fashion. (Misses' sun dress)

Clipping. D 22Apr49; KK36433.

BEST AND COMPANY, INC. ©.

Sun sports; white cotton fleece
sweatshirt cardigan. Sheet.

© 20May49; KK37883.

BEST AND COMPANY, INC. ©.

Sun suit special! Specially priced
cotton swim suits. Sheet.

© 10Jun49; KK57898.

BEST AND COMPANY, INC. ©.

Sun tops, tops for sunning. Sheet.

© 9Jun49; KK37897.

KK 3887

Best & co., inc., claimant.

Sunmere by Everfast. (Misses house-coat) [New York, Printed by New York journal American] c1946.

cf 6-20-46

Best & co., inc., claimant.

Superb British tweeds. (Misses coats)
[New York, Printed by New York sun]
c1947.

clipping.

Print.

© author, New York; 6Jan47;
KK 10949.

pam 4-4-47

BEST AND COMPANY, INC. ©

A superb Forstmann woolen. (Misses'
coats) Clipping. © 12Nov48;
KK29295.

BEST AND COMPANY, INC. ©.

Surprisingly inexpensive, our
youthful, dark, rayon crepe.
(Misses' dress) Clipping.

© 3Feb48; KK20598.

BEST AND COMPANY, INC. ©.

Surrey classics. (Misses' dresses)

Clipping. © May 49; FK36078.

BEST AND COMPANY, INC. ©.

Suspants. (Misses' panty) Clipping.

© 17May48; KK23371.

BEST AND COMPANY, INC. ©

Sutton tweed. (Children's coat out-
fits) Clipping. © 28Mar49;
KK34948.

BEST AND COMPANY, INC. ©

Sutton tweed. (Girls' coat set)

Clipping. © 13Mar49; KK35533.

BEST AND COMPANY, INC. ©

Sutton tweed. (Misses' and children's
clothes) Clipping. © 20c t¹47;
KK17314.

Best & co., inc., claimant.

... Sutton tweed. (Misses & children's clothes)
[New York, Printed by N. Y. herald tribune] c1947.
clipping.

Print.

At head of title: From the Liliputian bazaar ...
Cauthor, New York; 23Feb47; K11051.

elg 4-4-47

Best & co., inc., claimant.

...Sutton tweed. (Misses and childrens clothes)
[New York, Printed by New York times] cl947.
clipping.

Print.

At head of title: Here is a new, lightweight
woolen ...

(C) Best & co., inc., New York; 2Mar47; KK11269.

elg 4-947

BEST AND COMPANY, INC. ©.

Sutton tweed. (Misses' coats) Clip-
ping. © 80ct47; KK17298.

BEST AND COMPANY, INC. ©.

Sutton tweed. (Misses' suit) Clip-
ping. © 19Aug48; KK26164.

BEST AND COMPANY, INC. ©.

Sutton tweed. (Misses' suit) Clip-
ping. © 3Feb48; KK20198.

BEST & COMPANY, INC. ©.

Sutton tweed. Modern Cinderella
dress. A choice collection for
summer, cotton dresses. Clipping.

© 11Apr48; KK22526.

BEST AND CO., INC., New York.

"Sutton Tweeds suit my classic
taste"; Vary your wardrobe
with a torso sweater [and]
For that "finished" look -
Mini-kit. (Misses' clothes)
Clipping. © 28Aug47; KK15871.

Best & co., inc.,

Swagger brown, the new color in
Sapphire sheers. (Misses' stockings)
[New York, Printed by N. Y. herald
tribune] c1947.

clipping.

Print.

© Best & co., inc., New York;
26 Jun 47; KKL4972.

15 Aug 47 rs

BEST AND COMPANY, INC. ©.

Sweater, skirt, jacket. (Misses' -
clothes) Clipping. © 300ct47;
KK18546.

BEST AND COMPANY, INC. ©.

Sweaters. (Misses' sweaters) Clip-
ping. © 6 Oct 47; KK17308.

KK 2888

Best & co., inc., claimant
Sweaters for men. (Mens sweaters)
[New York, Printed by New York sun]
c1946
clipping.

Print.

© 4-2-46; 2 c 5-3-46; New York;
KK 2888.

mgc 6-7-46

KK 204

Best & co., inc., claimant.

Sweaters, from the Lilliputian bazaar
are as gay as they are warm and useful.
(Girls sweaters) [New York, Printed by
New York sun] © 1946.

clipping.

Print.

© 1-2-46; 2c 1-10-46; New York;

KK 204.

3-21-46 rs

BEST AND COMPANY, INC. ©

Sweet dignity. Rayon satin, in the
tradition of brides. (Misses'
bridal gown) Sheet. © 7Sep49;
KK40788.

BEST AND COMPANY, INC. ©

Sweetly feminine. (Misses' skirt and
blouse) Clipping. © 14 Oct 47;
KK18411.

BEST AND COMPANY, INC. ©.

The sweetness of many flowers: Fleurs
de Rocaille. (Misses' cosmetics)
Clipping. © 23 Dec 48; KK31292.

BEST AND COMPANY, INC. ©.

Swim suit special! They are cotton -
one or two piece. Sheet.

© 16Jun49; KK38474.

BEST AND COMPANY, INC. ©.

Swim suits. (Children's) Clipping.

© 16Jun48; KK24576.

BEST AND COMPANY, INC. ©.

Swim suits. (Children's swim suits)

Clipping. © 1Jun49; KK37138.

BEST AND COMPANY, INC. ©

Swim suits. (Misses' swim suits)

Clipping. © 19May48; KK23905.

BEST AND COMPANY, INC. O.

Swim suits; wonderful in, and out,
the water. For teens; it frames
youngfaces, makes skirts crisp.
Sheet. O 9Jun49; KK37896.

KK 6047

Best & co., inc., claimant.

Tailored by Daroff for college men..
"Botany 500" worsteds and cheviots.
(Men's suits and coats) [New York,
Printed by New York times] c1946.
clipping.

Print.

© 9-4-46; 2 c 9-12-46; New York;
KK 6047.

zcr 10-24-46

BEST AND COMPANY, INC. ©.

Tailored classics. Best's famous
way-with-classics begins with size
2. (Children's clothes) Sheet.

© 13Oct49; KK42750.

KK 2911

Best & co., inc., claimant

Tailored cottons for the very young man, from the Liliputian bazaar [and] hand-sewn double-woven white cottons.

(Boys' cotton suits and women's gloves)
[New York, Printed by New York times]
c1946.

clipping.

Print.

© 4-17-46; 2 c 5-3-46; New York;
KK 2911.

mgc 6-7-46

KK 262

Best & co., inc., claimant.

Tailored in wool for young cosmopolitan.
(Jr. miss suit and coats)
[New York, Printed by New York world
telegram] © 1946.

clipping.

Print.

© 1-11-46; 2c 1-15-46; New York;

KK 262.

3-25-46 rs

Best & co., inc., claimant.

Tailored robe. (Misses' robe) [New
York, Printed by N. Y. journal American]
c1947.

clipping.

Print.

C Best & co., inc., New York;
4Aug47; KK15153.

22Aug47 rs

BEST AND COMPANY, INC. ©.

Tailored ski outfit. Liliputian gift
Bazaar. (Misses' ski outfits. In-
fants' clothes) Clipping.

© 2Dec48; KK30693.

KK 2927

Best & co., inc., claimant

Tailored stripes [and] tops in fit
the Rhythm slip. (Women's dresses and
misses' slips) [New York, Printed by
New York herald-tribune] c1946.
clipping.

Print.

© 4-25-46; 2 c 5-3-46; New York;
KK 2927.

mgc 6-11-46

BEST AND COMPANY, INC. ©.

Tailored, trim. (Misses' suit)

Clipping. © 11Aug48; KK26161.

BEST AND COMPANY, INC. ©.

Take wool broadcloth, add a fur
lining ... (Misses' coats) Sheet.
© 21 Oct 49; KK42744.

BEST AND COMPANY, INC. ©.

Team black velveteen with a checked
skirt. Best's..specialists to the
college man. (Misses' separates.
Men's clothes) Sheet. © 2Sep49;
KID40798.

BEST AND COMPANY, INC. ©.

Teen appeal - white pique collar,
cuffs and band on soft chambray.

(Misses' dress) Sheet. © 23Jun49;
KK38466.

BEST AND COMPANY, INC. ©.

Teen bolero. Clipping. © 25Feb49;
KK33429.

BEST AND COMPANY, INC. ©.

Teen bolero. Countryside classics.

(Teen-ager's bolero suit. Misses' suits) Clipping. © 7Apr49;
KK35016.

BEST AND COMPANY, INC. ©

Teen bolero. (Teen-ager's bolero
suit) Clipping. © 9Mar49; KK33970.

BEST AND COMPANY, INC. ©.

Teen charm. (Misses' dress, teen-age)

Clipping. © 13May49; KK36771.

BEST AND COMPANY, INC. ©.

Teen chinchilla. (Misses' coat)

Sheet. © 25Sep49; KK42317.

BEST AND COMPANY, INC. ©.

Teen clothes become smart fashions.

(Teen-age clothes) Clipping.

© 19Sep48; KK27068.

BEST AND COMPANY, INC. ©.

Teen coat. (Teen-ager's coat) Clip-
ping. © 31 Oct 48; KK29023.

BEST AND COMPANY, INC. ®.

Teen coats. Clipping. ® 110ct48;
KK27729.

BEST AND COMPANY, INC. ©.

The teen coats. Clipping.

© 21Oct48; KK28203.

BEST AND COMPANY, INC. ©.

Teen coats. That means fashion and
value ... (Young girls' coat and
topper) Clipping. © 25Mar49;
KK34952.

BEST AND COMPANY, INC. ©.

Teen corduroy. A little-boy jacket
and a soft skirt. (Girls' cordu-
roy outfit) Sheet. © 28Aug49;
KK40811.

BEST AND COMPANY, INC. ©.

Teen cottons. Tailored rayon crepe
blouses. (Girls' dresses. Misses'
blouses) Clipping. © 19Aug48;
KK26175.

BEST AND COMPANY, INC. ©

Teen dungarees, they're cut to her
very special requirements ...

(Teen's dungarees and shirt) Sheet.

© 4 Aug 49; KK39558.

BEST AND COMPANY, INC. ©.

Teen gingham. (Young girls' dress)

Clipping. © 12Aug48; KK26163.

BEST AND COMPANY, INC. ©.

✓ Teen glamor for holiday parties when
dreams come true ... (Teen's dress)
Sheet. © 23Nov49; KK44897.

FEB 1 1950

BEST AND COMPANY, INC. ©.

Teen graduate. Dotted or draped rayon.

(Misses' dresses. Teen's dress)

Clipping. © 14Jan49; KK31673.

BEST AND COMPANY, INC. ©.

Teen jacket dress. (Teen-ager's outfit) Clipping. © 28Jan49; KK33022.

BEST AND COMPANY, INC. ©.

Teen pique. (Girl's dress) Clipping.

© 2Feb49; KK32256.

BEST AND COMPANY, INC. ©.

Teen raincoat. It's her brother's
trench coat ... (Girls' rain-
coats) Sheet. © 90ct49; KK42740.

BEST AND COMPANY, INC. ©.

Teen reefer. (Teen agers' coat)

Clipping. © 170ct48; KK28194.

BEST AND COMPANY INC. ©.

Teen separates. (Young girls' dress-
es) Clipping. © 17Dec47; EK19530.

BEST AND COMPANY, INC. ©.

Teen slicker. Glen plaid suit and
matching hat. (Young girls' coat
- Misses suit) © 16Aug48;
KK26167.

BEST AND COMPANY, INC. ©.

Teen slicker. Glove success. (Girls'
raincoat. Men's gloves) Clipping.
© 10Dec48; KK30689.

BEST AND COMPANY, INC. ©.

Teen topper. (Teen-agers' topper)

Clipping. © 1Apr49; KK35036.

BEST AND COMPANY, INC. ©.

Teen two-piecer. (Young girls'
dress) Clipping. © 17Sep48;
KK27061.

BEST AND COMPANY, INC. ©.

Teen velveteen. One of Best's smart
fashions. (Misses' two piece dress)
Sheet. © 230ct49; KK43477.

BEST AND COMPANY, INC. ©.

Teen wool. (Young girls' dress)

Clipping. © 25Aug48; KK26780.

BEST AND COMPANY, INC. ©.

Teen wool. (Young girls' dress)

Clipping. © 15 Sep 48; KK27060.

BEST AND COMPANY, INC. ©.

Teen wool, doubles for school and
dates. Menswear gray flannel classic.
(Misses' suit. Girls' dress) Sheet.

© 31Aug49; KK40793.

BEST AND COMPANY, INC. ©.

Teens attention! (Young girls'
clothes) Clipping. © 9 May 48;
KK23129.

BEST AND COMPANY, INC. ©.

Teens' choice. The little wrap you'll
wear for summer festivities.

(Misses' jackets and girls' dresses)

Clipping. © 19May49; KK36784.

BEST AND COMPANY, INC. ©.

Teens' choice for school ... corduroy
separates. Rayon taffeta, for cam-
pus festivities. (Misses' and
girls' clothes) Sheet. © 12Sep49;
KK41211.

Best & Co., inc.

The teens love our gay young dresses.

(Young girls' dresses) © 12Dec47;
KK19242.

Best & Co., inc.

BEST AND COMPANY, INC. ©.

Teens' swim suit special! It's cotton,
two piece. Sheet. © 24Jun49;
KK38492.

BEST AND COMPANY, INC. ©.

Tennis dress. (Misses' tennis dress)

Clipping. © 16Jun48; KK24744.

KK 4681

Best & co., inc., claimant.

Textron; new lounging ensemble.
(Women's lounging set) [New York, Print-
ed by New York herald tribune] cl946.
clipping.

Print.

© 7-3-46; 2 c 7-10-46; New York;
KK 4681.

cf 8-13-46

KK 7500

Best and company, inc., claimant

That lovely crisp cotton - so much in demand
for Easter parties - shadow printed organdy
[and] Fine wool makes a perfect spring suit.
(Girls' dresses and misses' suit) [New York,
Printed by New York herald tribune] cl946.
clipping.

Print.

Appl. title: Organdy ...

(c) 4-5-46; 2 c 5-3-46; New York; KK 7500.

mgc 12-27-46

BEST AND COMPANY, INC. ©.

That summer sports classic, the Amer-
ican golfer. Cool and dainty, cot-
ton batiste. (Misses' dresses &
slips) Clipping. © 26May48; KW23831.

BEST AND COMPANY, INC. ©.

That summer sports classic, the Amer-
ican golfer. The sun dress with jac-
ket. (Misses' dresses) Clipping.

© 23 May 48; KK23898.

KK 9323

Best and company, inc., claimant

Their dresses are warm wool plaid [and]
We're dressing. (Girls' dresses and misses'
evening dresses) [New York, Printed by New
York herald tribune] c1946.
clipping.

Print.

(c) 10-27-46; 2 c 11-6-46; New York; KK 9323.

mgc 1-28-47

Best & Co., Inc., claimant.

Theme for college. Best's three-piece suits [and] Monogrammed button.
(Kisses' clothes) [New York, Printed by N. Y. sun] 01947.
clipping.

Print.

© Best & Co., Inc., New York; 11Aug47;
KK15165.

22Aug47 rs

KK 9174

Best and company, inc., claimant

There's a big demand for the Rhythm slip.
(Women's slip) [New York, Printed by New
York world telegram] c1946.
clipping.

Print.

(c) 10-8-46; 2 c 10-17-46; New York; KK 9174.

mgo 1-7-47

KK 2903

Best & co., inc., claimant

There's a fine array of Easter suit-dresses in our Young cosmopolitan shop.

(Young cosmopolitan suit dresses)

[New York, Printed by New York sun]

c1946.

clipping.

Application title: Easter suit-dresses.

Print.

© 4-12-46; 2 c 5-3-46; New York;

KK 2903.

mgc 6-7-46

KK 2884

Best & co., inc., claimant

There's a new trend to softness in our
gay spring fashions for Young cosmopolitans
[and] white embroidery and the clear colors of
a fine cotton by Bates - . (Young cosmopolitan
dresses, girls' dresses) [New York, Printed
by New York times] c1946.
clipping.

Print.

Application title: Gay spring fashions ...
 3-31-46; 2 c 5-3-46; New York; KK 2884.

mgc 6-7-46

BEST AND COMPANY, INC. ©.

There's a special air about Glencon-
ner coats. (Young girls' clothes)
Clipping. © 9Sep48; KK27532.

KK 1532

Best & co., inc., claimant.

... There's a spring flare to our wool suede coat. Spring blouses. Simplicity is the theme for girls' spring dresses. (Women's blouses, girls' dresses, girls' coat) [New York, Printed by N. Y. sun] cl946.

clipping.

At head of title: For young cosmopolitans.

Print.

(C) 3-1-46; 2 c 3-6-46; New York;

KK 1532.

vf 4-24-46

KK12250

Best & co., inc., claimant.

There are cheers ... cotton knits ...
(Children's clothes) [New York, Printed
by New York sun] cl947.

clipping.

Print.

© Best & co., inc., New York; 9April47;
KK12250. 16May47 rs

KK12519

Boat & co., inc., claimant.

There are cheers for the ... cotton
knits. [and] Sapphire sheers. (Childrens'
clothes. Misses' stockings) [New York,
Printed by "N. Y. herald tribune] c1947.
clipping.

Print.

© Boat & co., inc., New York; 20Apr47;
KK12519. 19May47 ra

KK 2902

Best & co., inc., claimant

There are new pinafores at the Lili-
putian bazaar. (Tots' pinafores)

[New York, Printed by New York journal
American] c1946.

clipping.

Print.

Application title: Pinafores.

© 4-10-46; 2 c 5-3-46; New York;

KK 2902.

mgc 6-7-46

BEST AND COMPANY, INC. ©.

There's a really good permanent
waiting for you at Best's. [Adv.]
(In New York world-telegram and
the Sun, Apr. 16, 1951, p. 5)
© 16Apr51; B5-17167.

MAY 2 - 1951

Best & Co., inc.

There's Christmas in the rustle of
these party frocks. (Girls'
dresses) © 5 Dec 47; KK19256.

Best & Co., inc.

BEST AND COMPANY, INC. ©.

There's every kind of winter coat.

Snow suits. (Misses' coats. Boys'
clothes) Clipping. © 80ct48;
KK28181.

KK 1801

Best & co., inc., claimant

There is much that is new in the girls' coat story for the spring. (Girls' coat) [New York, Printed by New York times] c1946.

clipping.

Print.

© 3-10-46; 2 c 3-19-46; New York;
KK 1801.

mgc 5-20-46

KK 2874

Best & co., inc., claimant

There's lots of dash in our Young
cosmopolitan fashions for spring. (Suit
and coats) [New York, Printed by
New York, world telegram] cl946.
clipping.

Application title: Fashions for spring.
Print.

© 3-22-46; 2 c 5-3-46; New York;
KK 2874.

mgc 6-6-46

BEST AND COMPANY, INC. ©.

There's time left to buy her winter
gloves for the family chauffeur.../
(Misses' and men's gloves) Sheet.

© 23 Dec 49; KK46233.

MAR - 7 1950

BEST AND COMPANY, INC. ©.

There's warmth as well as beauty
in the Christmas gift of a
quilted robe or pajamas ...
(Misses' lingerie) Sheet.

© 27 Nov 49; KK43984.

Best & co., inc., claimant.

These are good values *lewis pun
tweeds, exclusive with Best's. (Misses
suits) [New York, Printed by New York
sun] c1947.

clipping.

Print.

© author, New York; 11Feb47; KK 10918.

pam 3-31-47

KK12535

Best & co., inc., claimant.

These are some of the favorites among
our girls' shoes. (Girls' shoes) [New
York, Printed by "Y. times] c1947.

clipping.

Print.

© Best & co., inc., New York; 2May47;
KK12535.

19May47 rs

Best and company, inc.

Those are the little things that
make a woman look her best! Best's
beauty salon. [Advertisement] (In
The New York times, Jan. 14, 1947,
p. 6 L.)

© Best & co., inc., New York;
14Jan47 \$15 5440.

afp/nyb 2Apr47

BEST AND COMPANY, INC. ©.

These beautiful dresses are made
just for Best's. (Children's
dresses) Sheet. © 18Nov49;
KK43970.

KK 9086

Best and company, inc., claimant

These frosty mornings .. there's nothing
quite like a nice, warm wool robe. (Boys'
robes) [New York, Printed by New York
journal American] c1946.

clipping.

Print.

(e) 10-16-46; 2 e 10-22-46; New York; KK 9086.

mgo 1-5-47

BEST AND COMPANY, INC. ©.

These little felts are having great
success, because of their youth.
(Misses' hats) © 20Nov47; KK18927.

KK 9240

Best and company, inc., claimant.

These new felts are smart, young and feathered.
(Women's hats) [New York, Printed by New York
world telegram 2 cl946.

clipping.

Print.

© 10-25-46; 2 c 10-30-46; New York; KK 9240.

pam 1-22-47

KK 3341

Best & co., inc., claimant

These little girls have frills on their
bolero sunsuits. (Girls' playsuits)
[New York, Printed by New York times]
c1946.

clipping.

Print.

© 5-15-46; 2 c 5-18-46; New York;
KK 3341.

mgc 6-4-46

BEST & CO., INC., New York.

They collect Best's smart wool
separates. (Children's
clothes) Clipping. © 13Aug47;
KK15642.

BEST AND COMPANY, INC. ©.

They'll be dry. Draped-skirt dress.

(Young girls' coats. Misses'
dresses) Clipping. © 17Sep48;
KK27062.

A5 4584

Best and company, inc., claimant.

They're all our for Bur Nada, jr.
permanent. (In The New York sun, 11-11-
46, p. 7)

Adv.

© 11-11-46; 1 c 11-15-46; New York;
A5 4584.

a fp 12-12-46

Best & company, inc.

They're at that enthusiastic age
and they "just love" our cottons.
(Childrens dresses) [New York,
Printed by New York world-telegram]
cl947.

clipping.

Print.

© Best & co., inc., New York; 7Mar47;
KK11922.

afp 30Apr47

BEST & COMPANY, INC. ©

They're back and do they need
haircuts! Take them straight to
Best's children's barber shop.
[Adv.] (In The New York Times,
Aug. 31, 1948, p. 6) © 31Aug48;
B5-7084.

KK 9078

Best and company, inc., claimant

They're certain to need snowsuits. (Tots' snowsuits) [New York, Printed by New York herald tribune] c1946.

clipping.

Print.

(c) 10-6-46; 2 o 10-22-46; New York; KK 9078.

mgo 1-2-47

Best & co., inc., claimant.

They're easy to tub - dainty white cottons.
(Misses blouses) [New York, Printed by New York
world-telegram] cl947.

clipping.

Print.

© Best & co., inc., New York; 6th Mar 47; KK11276.

elg 4-9-47

KK 8600

Best and company, inc., claimant.

They're new and fresh,,, and you can tell at
a glance... they're some of those lovely frocks
from the Liliputian bazaar ... (Small girls'
clothes) [New York, Printed by N. Y. herald
tribune] cl947.

clipping.

Print.

C 12Jan47; author, New York; KK 8600.

elg 3-6-47

KK 8868

Best and company, inc., claimant.

They're new and fresh .. and you can tell at a
glance .. they're some of those lovely frocks
from the liliputian bazaar. (Children's dresses)
[New York, Printed by New York times] cl947.
clipping.

Print.

(C) 19Jan47; author, New York; KK 8868.

elg 3-11-47

BEST AND COMPANY, INC. ©

They're nylon crepe ... Gift ac-
cessories. (Misses lingerie and
accessories) Sheet. © 9 Dec 49;
KK4637.

Jan 20 1950

BEST AND COMPANY, INC. ©.

They're suits and separates from the
Liliputian Bazaar. (Children's
clothes) Clipping. © 4Mar48;
KK21461.

BEST & CO., INC., New York.

They're the Liliputian Bazaar's
cotton knits. (Children's
clothes) Clipping. © 11Sep47;
KK16761.

KK12523

Best & co., Inc., Clu[m]ant.

They're those practical ... pinne[re]ces.
[and] Six wanted colors in real Italian
silks. (Children's clothes. Misses hats)
[New York, Printed by "Y. sun] c1947.

clipping.

Print.

© Best & co., Inc., New York; 23Apr47;
KK12523. 19May47 rs

KK 6052

Best & co., inc., claimant.

They're warm, sturdy .. smart campus leaders for young cosmopolitans [and] Two good blouses to take back to college. (Junior suits and coats and junior blouses) [New York, Printed by New York sun]c1946.

clipping.

Print.

© 9-6-46; 2 c 9-12-46; New York;
KK 6052.

zcr 10-24-46

BEST AND COMPANY, INC. ©.

They're wool flannel separates.

(Children's clothes) Look pretty
in our off-the-face felt. (Misses'
hats) Clipping. © 5Feb48; KK20601.

Best & company, inc., claimant.

They're young as spring and wreathed
with flowers. (Misses hats) [New
York, Printed by New York times] cl947.
clipping.

Print.

© Best & co., inc., New York;
20Mar47; KK11647.

afp 21Apr47

Best & Co., inc.

They've sold by the thousands, they
make wonderful Christmas gifts, pure
silk squares 3.95. (Misses' scarfs)
© 30Nov47; KK19247.

Best & Co., inc.

BEST AND COMPANY, INC. ©

Thin, floating fabrics ... (Misses'
evening gowns) Clipping. © 14Apr49;
KK35527.

BEST AND COMPANY, INC. ©

Things they need for beach and sun
from the Liliputian Bazaar. (Chil-
dren's playclothes and shoes) Clip-
ping. © 27 May 48; KK23832.

BEST AND COMPANY, INC. ©.

The 30-inch coat. Pastel corduroy.

(Misses' coat and girls' outfit)

Clipping. © 21Jan49; KK31697.

Best and company, inc.

This active young man is wearing Best's
corduroys. (Children's clothes) [New York,
Printed by N. Y. herald tribune] cl947.
clipping.

Print.

© Best & co., inc., New York; 11May47;
KK13616.

elg 7-10-47

Best & company, inc., claimant.

This Easter parade goes on and on..
it's the boys and girls in Best's won-
derful tailored wools [and] Best's has
the world-renowned washable French
kislavs. (Children's clothes and
misses' gloves) [New York, Printed by
New York herald tribune] cl947.
clipping.

Print.

© Best & co., inc., New York;
23Mar47; KK114 07.

afp 16Apr47

Boat & Co., Inc., Clement.
This is news. (Kleses' clothes)
(New York, Printed by F. W. sun) c1947.
clipping.

Print.

Boat & Co., Inc., New York; 16Jul47
KK14989.

15Aug47 vs

BEST & COMPANY, INC. ©.

This is sweater time and these
are some of Best's good sweaters.
(Boys' sweaters) Clipping.

© 8Apr48; KK22521.

BEST AND COMPANY, INC. ©.

This is the moment for midseason
black. (Misses' dresses) Clip-
ping. © 11Jul48; KK25140.

BEST AND COMPANY, INC. ©.

This is the way we keep them warm.

(Children's clothes) Clipping. ©

19 Oct 47; KK18424.

A5 1352

Best & co., inc., claimant.

This spring it's the cap gamine. (In New York sun, 3-11-46, p. 5)

Adv.

(c) 3-11-46; 1 c 3-19-46; New York; A5 1352.

APP 4-2-46

A5 2338

Best & co., inc., claimant.

This summer, smart hair styles are short.
(In The New York sun, 5-13-46, p. 7)

Adv.

c 5-13-46; 1 c 5-18-46; New York; A5 2338.

AFP 5-27-46

BEST AND COMPANY, INC. ©

This year's snow babies have such
lovely things to be snug in. (Chil-
dren's clothes) Clipping. © 60ct
47; KK20972.

KK 10169

Best and company, inc., claimant.

Those most important first shoes.
(Babies' shoes) [New York, Printed by
New York world-telegram] c1946.
clipping.

Print.

© 6Dec46; author, New York; KK 10169.

dac 2-11-47

BEST & CO., INC., New York.

Those wonderful Liliputian

bazaar corduroys in exclusive
plaid. (Children's clothes)

Clipping. © 1st Aug 47; KK15639.

KK 8873

Best and company, inc., claimant.

Those wonderful liliputian bazaar
playclothes. (Children's clothes)
[New York, Printed by New York world-
telegram] cl947.

clipping.

Print.

© 22Jan47; author, New York; KK 8873.

afp 27Feb47

Best & Co., inc.

Thoughtful gifts, little boys' first
suits [and] If she or he prefers the
niceties of life, then by all means,
gloves by Kislav. (Infants' suits
and misses' and mens' gloves)

© 3Dec47: KK19250.

Best & Co., inc.

BEST AND COMPANY, INC. ©.

3 dimensional cold permanent wave.

[Adv.] (In New York Journal-American, Dec. 12, 1950, p. 3)

© 12Dec50; B5-16028.

DEC 28 1950

KK 9239

Best and company, inc., claimant.

Three smart ways to after-five prettiness.
(Women's dresses) [New York, Printed by New
York times] cl946.

clipping.

Print.

© 10-25-46; 2 c 10-30-46; New York; KK 9239.

pam 1-22-47

Best & company, inc., claimant.

Three very pretty reasons why the Liliputian bazaar is headquarters for very young cottons [and] You can get a smart Easter frock for under forty dollars at Best's. (Misses dresses and children's clothes) [New York, Printed by New York times] c1947.

clipping.

Print.

① Best & co., inc., New York; 23Mar47; K11408.

elg 4-17-47

BEST AND COMPANY, INC. ©.

Through the day with baby furnishings. (Baby's clothes and furniture) Clipping. © 11Jan48;
KK19687.

BEST AND COMPANY, INC. C.

Tick-Tock bags; Treo provides young
control [and] Box office by Eliza-
beth Arden. (Misses' bags, girdle
and leather case) Sheet.

© 10Aug49; KK39563.

BEST AND COMPANY, INC. ©.

Tie pattern. (Misses' rayon tie
dress) Clipping. © 11Mar49;
KK34267.

BEST AND COMPANY, INC. ©.

Tie patterns... tie fabrics...
(Misses' dresses) Clipping.
© 9Aug48; KK26025.

BEST AND COMPANY, INC. ©.

Tie print. (Misses' dress) Clip-
ping. © 22Jul48; KK25678.

BEST AND COMPANY, INC. ©.

The tie silk print. (Misses' dress)

Clipping. © 17Jun48; KK24578.

BEST AND COMPANY, INC. ©.

The time; any evening after five.

(Misses' dresses) Clipping.

© 26Sep48; KK27518.

BEST & CO., INC. ©, New York.

The time is now for a thorough
shaping and conditioning at
Best's children's barber shop.

Adv. (In New York Herald-
Tribune, Sept. 4, 1947, p. 5)

© 4 Sep 47; B5-2304.

BEST & COMPANY, INC. ©

Time to be thinking of your fall
permanent. [Adv.] (In Newark
News, N. J., Aug. 29, 1948, p. 4)
© 29Aug48; B5-7217.

Best & co., inc.

Tintabit. [Advertisement] (In New York
herald tribune, May 20, 1947, p. 5)

© Best & co., inc., New York; 20May47;
B5 264.

8Jul47 rs

BEST AND COMPANY, INC. ©

Tiny checks and the rustle of rayon
taffeta; The Best triplets and their
Christmas card snowsuits [and] Your
winter coat has ballerina grace, too.
(Misses' and children's clothes)

© 24 Nov 47; KK18922.

KK12251

Best & co., inc., claimant.

Tiny price, big value - cotton briefs.
(Misses undershorts) [New York, Printed
by New York journal American] cl947.
clipping.

Print.

© Best & co., inc., New York; 10Apr47;
KK12251.

16May47 rs

BEST AND COMPANY, INC. ©.

Tiny, tidy and so convenient - Rex
Carry-alls in genuine leathers
appropriate for day or evening...
(Misses' cosmetic kits) Sheet.
© 6Nov49; KK44580.

JAN 19 1950

BEST AND COMPANY, INC. ©.

To Best's - for girls' coats. Young
Cosmopolitan fashions for college
or career. (Girls' coats and hats,
misses' dresses) Sheet. © 16Sep49;
KK41200.

BEST AND COMPANY, INC. ©.

To help her feet grow correctly ...
shoes for girls [and] Van Heusen
shirts. Clipping. © 29Sep48;
KK27513.

BEST AND COMPANY, INC. ®

To help her feet to grow correctly
... shoes for girls [and] All we
hear is plaid, plaid, plaid!
(Girls' shoes and clothes) Clip-
ping. ® 23Sep48; KK27526.

BEST AND COMPANY, INC. ©

To help your clothes look better well
cut slips. (Misses' slips) Clip-
ping. © 4 Feb 48; KK20211.

BEST AND COMPANY, INC. ©.

To keep normal, young feet healthy ...

Best-Flex. Tie print with flip
double bustle. (Children's shoes;
misses' dress) Clipping.

© 29 Dec 48; KK31302.

BEST AND COMPANY, INC. ©.

To keep normal, young feet healthy,
keep them in Best-Flex. (Children's
shoes) Clipping. © 5Jan48; KK19685.

BEST & CO., INC., New York.

To keep young feet healthy,

keep them in Best-flex.

(Children's shoes) Clipping.

© 13Aug47; KK15644.

A5 557

Best & co., inc., claimant.

To look its prettiest the long coiffure must
be properly shaped. (In The Montclair times,
N. J., 1-17-46; p. 22)

Adv.

(c) 1-17-46; 1 c 2-3-46; New York; A5 557.

APP 2-26-46

A5 365

Best & co., inc., claimant.

To look its prettiest the longer coiffure must
be properly shaped. (In The New York sun,
1-14-46, p. 7)

Adv.

(c) 1-14-46; 1 c 1-20-46; New York; A5 365.

APP 2-25-46

BEST & COMPANY, INC. ©.

To make your summer more attractive,
a Best outline permanent. [Adv.]
(In Newark Sunday News, N. J., May
15, 1949, p. 35) © 15May49;
B5-10055.

BEST AND COMPANY, INC. ©.

Toast to the bride. (Misses' bridal
gown) Clipping. © 17Feb49;
KK33004.

BEST AND COMPANY, INC. ©

Toilet water by Mary Chess. Baby has
a travel crib. Sheet. © 13 Dec 49;
XK44640.

AN 20 1950

BEST AND COMPANY, INC. ©

Tom and Jerry. Sapphire sheers.

(Children's toy and misses' stockings) Clipping. © 15Apr49;
KK35532.

BEST AND COMPANY, INC. ©.

Top value, why pay more? (Misses'
suit) Clipping. © 6Apr49; KK35009.

BEST AND COMPANY, INC. ©

Topecoat. Gray flannel. (Men's coat.
Girls' clothes) Clipping. © 26Sep
47; MK17417.

Best & co., inc., claimant.

Tops for new-into-spring..new navy
wools ... (Misses' suits, coat and
dress) [New York, Printed by New
York times] c1947.

clipping.

Print.

© author, New York; 9Feb47; KK 10917.

pam 3-31-47

KK 5629

Best & co., inc., claimant.

Tops in college grays - our Nada
flannels [and] Mouton-dyed lamb. (Skirt,
jacket and fur coat) [New York, Printed
by New York journal American] c1946.
clipping.

Print.

© 8-14-46; 2 c 8-21-46; New York;
KK 5629.

zcr 10-1-46

BEST AND COMPANY, INC. ©.

Town and country bag. (Misses'
handbag) Clipping. © 27Feb49;
KK33454.

BEST AND COMPANY, INC. ©

Town and country bag. The spring suit
story. (Misses' suits and handbag)
Clipping. © 6Mar49; KK33975.

KK 4738

Best & co., inc., clippings

Town black; cool new dresses to wear
smartly ... (Women's dresses) [New York,
Printed by New York herald tribune] cl946.
clipping.

Print.

© 7-10-46; 2 c 7-13-46; New York; KK 4738.

mge 7-26-46

KK 9241

Best and company, inc., claimant.

Town coats with fur. (Women's coats)
[New York, Printed by New York herald tribune]
c1946.

clipping.

Print.

© 10-25-46; 2 c 10-30-46; New York; KK 9241.

pam 1-22-47

BEST AND CO., INC., New York.

Town suit in Forstmann's wool
doeskin [and] Tailored for
wear and good looks, Eton
suit. (Misses' suit and
boys' suit) Clipping. ©

2Sep47; KK15864.

KK 6043

Best & co., inc., claimant.

... Town suits have a new becoming softness; a new accent on elegance.

(Women's suits) [New York, Printed by New York times] cl946.

clipping.

Print.

At head of title: For fall-and-winter
'46 ...

© 9-3-46; 2 c 9-12-46; New York;
KK 6043.

zcr 10-23-46

BEST AND COMPANY, INC. ©.

Transparently charming. (Misses'
evening dresses) Clipping.

© 15Jun49; KK37794.

BEST AND COMPANY, INC. ©.

Travel duet. (Misses' pajamas and
robe) Clipping. © 8Apr49; KK36060.

Best & Co., Inc., claimant.

"Travel ensemble [and] wool alpaca.
(Misses robe set and coat) [New York,
Printed by N. Y. sun] cl947.

clipping.

Print.

C Best & Co., Inc., New York; 14Jul47;
AKL, 984.

15Aug47 re

BEST AND COMPANY, INC. ©.

Travel expert. A coat that knows
its way around ... Sheet.

© 13Oct49; KK42733.

BEST AND COMPANY, INC. ©.

Travel nursery. It's a folding fence.
Clipping. © 20Jun49; KK37804.

BEST AND COMPANY, INC. ©.

Travel reservation. First-class
passage assured. (Misses' coat)
Sheet. © 15 Nov 49; KK43470.

BEST AND COMPANY, INC. ©.

Travel tip: one coat over everything.

Warnerette with the famous Sta-up

top. (Misses' coat and girdle and
bra) Sheet. © 12Jan50; KK46020.

MAR - 6 1950

BEST AND COMPANY, INC. ®.

Treat yourself to glamour. [Adv.]

(In New York world-telegram and
the Sun, Mar. 12, 1951, p. 5)

© 12Mar51; B5-16851.

APR 2 - 1951

BEST AND COMPANY, INC. ©.

Trench coat. Special. (Misses' coat
and gloves) Clipping. © 12Nov48;
KK30533.

BEST AND COMPANY, INC. ©.

Treco for juniors. (Misses' girdle)

Clipping. © 19Jan49; KK31688.

BEST AND COMPANY, INC. ©.

Troc girdle. (Misses' girdle) Clip-
ping. © 10Mar49; KK34265.

BEST AND COMPANY, INC. ©.

Treo girdle. (Misses' girdle and
bra) Clipping. © 10Feb49; KK33019.

BEST AND COMPANY, INC. ©.

Treo girdles. Easter frocks. (Misses'
girdles. Tots' dresses) Clipping.
© 4Apr49; KK35021.

BEST AND COMPANY, INC. ©.

Treco whittles your figure to the
shape of things to come. (Misses'
girdles) Sheet. © 100ct49;
KK42326.

BEST AND COMPANY, INC. ©.

Tributes to beauty. (Cosmetics)

Clipping. © 19Dec48; KK31064.

BEST AND COMPANY, INC. ©.

Triumph for Easter. (Misses' suit)
Clipping. © 30Mar49; KK34933.

BEST AND COMPANY, INC. ©

Try our glamour shampoo. [Adv.]

(In The New York times, Jan. 31,
1950, p. 6) © 31Jan50; B5-13199.

MAR 24 1950

BEST AND COMPANY, INC. ©

Tuck your Christmas card in a Revlon
manicure kit. Sheet. © 11Dec49;
KK4638.

JAN 20 1950

BEST AND COMPANY, INC. ©.

Tucked skirt. (Misses' dress)

Clipping. © 3Nov48; KK29286.

Best & Co., inc.

Tulle, the same romantic rayon that
goes into ball gowns, is fresh and
new on felt [and] The Best Triplets
wear their Christmas corduroys.

(Misses' hats and girls' dresses)

© 8Dec47; KK19241.

Best & Co., inc.

KK 1522

Best & co., inc., claimant.

Tunic dresses. Spring wools from the
Liliputian bazaar. (Misses' dresses, children's
hats and coats) [New York, Printed by N. Y.
times] c1946.

clipping.

Print.

(C) 2-24-46; 2 c 3-6-46; New York;
KK 1522.

vf 4-24-46

BEST AND COMPANY, INC. ©

Tunic triumph, only 29.95. (Misses'
two piece dress) Clipping.

© 9Mar49; KK33969.

BEST AND COMPANY, INC. ©

Tuscan straw. (Misses' hats)

Clipping. © 31Mar48; KK22930.

BEST & COMPANY, INC. ©.

Tuscan straw, black rayon velvet.

(Misses' hats) Clipping.

© 6Apr48; KK22535.

BEST AND COMPANY, INC. ©.

Tweed and tailoring combine to make
Liliputian Bazaar coat sets out-
standing values in quality and good
taste. (Children's clothes)

© 13Nov47; KK18917.

BEST AND COMPANY, INC. ©.

Tweed jackets. (Boys' jackets and
slacks) Clipping. © 8Apr49;
KK36059.

BEST AND COMPANY, INC. ©.

Tweed jackets. Spring means a new
suit. (Boys' and misses' suits)
Clipping. © 1Apr49; KK34940.

BEST AND COMPANY, INC. ©

Tweed reefers. (Boys' clothes)

Clipping. © 20Feb48; KK23458.

KK 6286

Best & co., inc., claimant

Tweeds. (Girl's hat and coat) [New York,
Printed by New York times] c1946.
clipping.

Print.

©9-8-46; 2c 9-25-46; New York; KK 6286.

egn 11-14-46

BEST AND COMPANY, INC. ©

Tweeds for Easter. (Girls' Easter
clothes) Clipping. © 25Mar49;
KK34953.

BEST AND COMPANY, INC. ©.

Tweeds for Easter. Short cut to fashion at a short cut in price.

(Girls' coats. Misses' toppers)

Clipping. © 8Apr49; KK35004.

BEST AND COMPANY, INC. ©.

Twenty Grand runs again. Sutton tweed.
(Children's toy and clothes) Clip-
ping. © 5Apr49; KK35026.

BEST AND COMPANY, INC. ©.

The twilight hour, and you choose a
hat. (Misses' hats) Clipping.

© 28 Oct 48; KK29030.

BEST & COMPANY, INC. ©.

Two adorable reasons why teens love
Best's, a plaid cotton. Cotton
separates. Enduring style and
fabric: worsted gabardine. (Girls'
dresses. Misses' suit) Clipping.

© 9Apr48; KK22528.

BEST AND COMPANY, INC. ©.

Two fabrics. (Misses' dress) Clip-
ping. © 24 Oct 48; RR29028.

BEST AND COMPANY, INC. ©.

Two for one: the reversible. Best's
exclusive Best-Flex. (Misses' re-
versible coat. Children's shoes)
Sheet. © 23Sep49; KK41355.

BEST AND COMPANY, INC. ©.

Two for one: the reversible. Wonder-
ful campus or commuting coat ...
(Misses' coat) Sheet. © 14Sep49;
KK41212.

BEST AND COMPANY, INC. ©.

Two in corduroy. (Misses' suit)

Clipping. © 20Jan49; KK31696.

KK 8606

Best and company, inc., claimant.

Two lovely cottons for girls feature cross-stitch ... (Children's dresses) [New York, Printed by N. Y. world telegram] cl947.
clipping.

Print.

©17Jan47; author; New York; KK 8606.

elg 3-6-47

KK 9657

Best and company, inc. & claimant.

Two lovely slips by Textron. (Girls'
slip) [New York, Printed by New York
herald tribune] c1946.
clipping.

Print.

© 11-13-46; 2 c 11-20-46; New York;
KK 9657.

pam 2-1-47

KK 3212

Best & co., inc., claimant.

Two of ~~this~~ summer's lovely cottons
for girls. [and] Cool for play. (Girls
dresses and tots shoes) [New York,
Printed by New York sun] © 1946.

clipping.

Print.

© 5-10-46; 2c 5-13-46; New York;

KK 3212.

5-30-46 rs

Best & co., inc., claimant.

Two-piece black. [and] Sapphire.
(Misses' dress and stockings) [New York,
Printed by N. Y. times] c1947.

clipping.

Print.

© Best & co., inc., New York; 4Jun47;
KK14120.

14Jul47 rs

BEST AND COMPANY, INC. ©.

Two-piece chambray [and] Best's
raincoats. (Misses' dress and
raincoats) © 24 Jun 48; KK24754.

Best & co., inc., claimant.

Two-piece chambray [and] Sun babies.
(Misses' dresses. Children's clothes)
[New York, Printed by N. Y. times] c1947.
clipping.

Print.

© Best & co., inc., New York; 1Jun47;
KK14117.

14Jul47 rs

BEST AND COMPANY, INC. ©.

Two-piece Corduroy earns college or
postgraduate credits. (Misses'
clothes) Clipping. © 18Aug48;
KK26169.

BEST AND COMPANY, INC. ©

Two-piece cottons. (Misses' dresses)

Clipping. © 1Jun48; KK23839.

BEST AND COMPANY, INC. ©.

Two-piece navy wool. (Misses' suits)

Clipping. © 19Jan48; KK19964.

Best and company, inc.

Two-piece print ... [and] New summer
felts. (Misses' dresses and hats)
[New York, Printed by N. Y. world-telegram]
cl^o47.

clipping.

Print.

© Best & co., inc., New York; 15^{May}47;
KK13620.

elg 7-10-47

BEST AND COMPANY, INC. ©.

Two-piece rayon faille. (Misses'
suit-dresses) Clipping. © 16Feb49;
KK33003.

BEST AND COMPANY, INC. ©.

Two piece rayon faille. (Misses'
two piece dresses) Clipping.

© 17Mar49; KK34262.

BEST AND COMPANY, INC. ©.

Two-piece spun rayon for Young Cosmopolitans. Hot or cold it's one of those post war wonders. (Misses' dress and Thermo-Keep for infants)
Sheet. © 26Jun49; KK38488.

BEST & CO., INC., New York.

Two smart, new suits, good values
in Best's good gray flannel [and]
One of the Liliputian bazaar's fa-
mous specialties, hand smocking on
fine cotton frocks. (Children's
clothes) Clipping. © 5Sep47;
KK16138.

KK 2893

Best & co., inc., claimant

Two smart versions of our correctly
built girls' oxfords. (Girls' shoes)
[New York, Printed by New York times]
c1946.

clipping.

Print.

Application title: Girls' oxfords.

© 4-5-46; 2 c 5-3-46; New York;
KK 2893.

mgc 6-7-46

BEST AND COMPANY, INC. ©.

Two-way coat. Corduroy jackets. Step
smartly into spring. (Misses' coat,
shoes and boys' clothes) Clipping.

© 4Mar49; KK33978.

BEST AND COMPANY, INC. ©.

Under my coat now; without it in
spring, a long-jacketed wool gabar-
dine suit. (Misses' suit) Clip-
ping. © 30Jan48; KK20203.

KK 10799

Best & co., inc., claimant.

The unlined shoe is high or low.
(Children's shoes) [New York, Printed
by New York world telegram] © 1947.
clipping.

Print.

© author, New York; 6Feb47;
KK 10799.

vm 3-18-47

BEST AND COMPANY, INC. ©.

The untrimmed coat. Sheet.

© 11 Oct 49; KKL 2329.

BEST AND COMPANY, INC. ©.

The untrimmed town coat. (Misses'
coats) Clipping. © 11Nov48;
KK29290.

A5 4340

Best & co., inc., claimant.

Up-by-night or down-by-day, our new
elfeen is charming either way! (In
New York Journal-American, 10-14-46,
p. 3)

Adv.

© 10-14-46; 1 c 10-22-46; New York;
A5 4340.

afp 11-7-46

Best & co., inc., claimant.

Urban Panama. [and] Slim swim suits.
(Hats and misses swim suits) [New York,
Printed by N. Y. sun] cl947.

clipping.

Print.

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KK14127.

14Jul47 rs

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Useful and becoming: The knit dress.

Sheet. © 22Sep49; KE41365.

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Utter simplicity. Nada hat. (Misses'
dress and hat) Clipping. © 24 Oct
47; KK18542.

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The vacation clothes you need. (Misses' beach clothes) Clipping.
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Vacationing in August? Have your
permanent before hand at our
special midsummer price. [Adv.]
(In Newark News, N. J., July 18,
1948, p. 10) © 18Jul48; B5-7216.

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(Misses' hats. Children's clothes)

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The velveteen beret. (Misses' hat)

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tile accessory. Sheet. © 27Jun49;
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Velveteen helmet. The vanity bag. The
city dress. Sheet. © 24Jul49;
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buttons and fresh white pique
collar and cuffs ... (Misses'
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A versatile wool. (Misses' dresses)

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A very choice Christmas sale.
(Misses' blouses) © 8Dec47;
KK19259.

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A very full skirt. It's the deep
lining that keeps him warm.

(Misses' dresses. Boys' clothes)

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KK 3953

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Very small..but properly constructed and well made..Liliputian bazaar bathing suits. (Tots bathing suit) [New York, Printed by New York herald tribune] cl946.

Clipping.

Print.

o 6-5-46; 2 o 6-11-46; New York; KK 3953.

AFP 6-20-46

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A visit to Best's children's
barber shop. [Adv.] (In The
New York Sun, Sept. 16, 1948,
p. 5) © 16Sep48; B5-7123.